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MARKETING LUXURY CARS

A STUDY CONDUCTED AMONG FORTUNE SUBSCRIBERS

1989

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TABLE OF CONTENTS

	Page
INTRODUCTION	1
METHOD	2
EXECUTIVE SUMMARY	4
DETAILED FINDINGS	
PHASE 1: TELEPHONE SURVEY	
The Sample	8
What Sets Luxury Cars Apart?	12
What Price Defines A Luxury Car?	14
What Makes Are Seen As Luxury Cars?	16
Which Makes Of Luxury Cars Are Preferred?	21
Which Types of Luxury Cars Are Preferred?	23
Reasons For Preferring European and American Luxury Cars	25
Reasons For Least Preferring Japanese And American Luxury Cars	27
What Would Induce Purchase Of Japanese Luxury Cars?	29
Customer Images Of American, European And Japanese Luxury Cars	31
The Potential For Japanese Luxury Cars	33
Expectations About A New Japanese Luxury Car	36
Japanese Vs. American And European Luxury Cars	39
PHASE 2: MAILED SURVEY	
The Sample	42
Types Of Luxury Cars Considered	45
Types Of Luxury Cars Preferred	48
Demographic Characteristics	50
Unaided Awareness Of Luxury Cars	52
Decision Sequence When Selecting A New Car	54
Factors Important For A Luxury Car	59
Product Images Of American, European And Japanese Luxury Cars	61
Perceived Advantages Of Different Types Of Luxury Cars	66
Customer Images Of American, European And Japanese Luxury Cars	70
Customer Image Differences Between Different Types Of Luxury Cars	75
Car And Driving Orientations	79
Lifestyle Orientations	82
Changes In Media Habits	84
APPENDIX A -- Characteristics Of The Samples	86
APPENDIX B -- Survey Materials	96

INTRODUCTION

This report examines the opportunities for marketing luxury cars to affluent prospects. Since FORTUNE subscribers have much higher incomes than the general population, FORTUNE subscribers represent an appropriate surrogate for the target market for luxury cars.

The report examines how FORTUNE subscribers define luxury cars, what they think sets luxury cars apart from other cars, and what they deem important in luxury cars. It explores FORTUNE subscribers' impressions of three types of luxury cars -- American luxury cars, European luxury cars and the emerging sector of Japanese luxury cars -- and the advantages and disadvantages attributed to each.

The study, we think, provides valuable insights for all sectors of the luxury car market -- those who have established makes of luxury cars as well as those who are planning new entries into the luxury car market.

METHOD

This study is based on two surveys: (a) a telephone survey designed to provide an in-depth view of people's images and impressions of luxury cars and (b) a mailed survey designed to obtain statistically reliable information about people's images and impressions of luxury cars.

Telephone Survey

Fifteen minute interviews were conducted with a nationwide sample of 100 FORTUNE subscribers who met the following criteria: (a) own or lease a car, (b) influential in car-purchase decisions, and (c) have an annual household income of $50,000 or more.

The telephone interview focussed on a series of open-ended questions about attitudes toward luxury cars. These included such questions as: the makes of cars considered to be luxury cars; the cost of a luxury car; differences between luxury cars and other cars; likes and dislikes about American, European and Japanese luxury cars; and predictions about whether a new Japanese luxury car would be successful.

The interviewing for the telephone phase of this research was conducted in December, 1988.

Mailed Survey

An 8-page questionnaire was sent to a random sample of 2,000 FORTUNE subscribers. The questionnaire was accompanied by a two-color cover letter, signed by the publisher of FORTUNE, and a $1 bill as a "token of appreciation."

Of the 2,000 questionnaires mailed out, 11 were non-deliverable, leaving an effective mail-out of 1,989. Returns were received from 839 respondents, representing a return rate of 42.2%.

Of the 839 questionnaires returned, 790 respondents reported that they owned or leased a car. The results reported here are based on these 790 respondents.

The questionnaire examined the likelihood of buying a luxury car the next time a car was purchased; the criteria used to select a luxury car; the likelihood of purchasing an American, European or Japanese luxury

car; product images of American, European and Japanese luxury cars; and customer images of American, European and Japanese luxury cars.

Some of the questions in the mailed questionnaire paralleled the questions in the telephone interview, but the type of question asked was different. The difference generally consisted of asking open-ended questions in the telephone interview and structured questions in the mailed questionnaire:

- For example, the telephone interview asked respondents open-ended questions about product characteristics of American, European and Japanese luxury cars, while the mailed questionnaire gave respondents a list of product attributes and asked respondents to indicate which attributes fit each type of luxury car.

- Similarly, the telephone interview asked respondents open-ended questions about their impressions of the kinds of people who buy American, European and Japanese luxury cars, while the mailed questionnaire provided respondents with a list of attributes and asked respondents to indicate which kinds of people would be most likely to buy each type of luxury car.

The mailed questionnaires were sent out in early December, 1988, and the cut-off date for responses was mid-January, 1989.

The data collection and data tabulations for both the telephone and mailed studies were handled by Pulse On America, Inc., an independent market research organization in New York.

The demographic characteristics of both the telephone and mailed sample may be found in Appendix A. Copies of the telephone and mailed questionnaires and other mailing materials are in Appendix B.

EXECUTIVE SUMMARY

The following reflects an integration of key findings from both the telephone and mailed phases of this investigation.

- FORTUNE subscribers appear to be good prospects for the luxury car market. In addition to being affluent, over half expect to buy a luxury car the next time they buy a car.

- A majority of car owners think that it costs $20,000 or more to buy a luxury car. About one out of four car owners believe that it requires $30,000 or more to buy a luxury car.

- When asked to name makes of luxury cars, car owners generally think of European or American cars. The makes of luxury cars that they cite most often include three European cars (Mercedes-Benz, BMW and Jaguar) and two American cars (Cadillac and Lincoln).

- Relatively few car owners think of Japanese cars when asked to name luxury cars that come to mind. When asked specifically to name Japanese luxury cars, Nissan Maxima, Toyota Cressida and Acura Legend head the list of models mentioned.

- When asked which types of luxury cars they would consider buying if they were in the market for a luxury car, 56% report that they would consider buying a newly-introduced American luxury car, 45% would consider buying a newly-introduced European luxury car, and 36% would consider buying a newly-introduced Japanese luxury car.

  In terms of the type of luxury car preferred, 41% prefer an American luxury car, 14% prefer a European luxury car, and 9% prefer a Japanese luxury car. The remaining 36% do not express any clear preference for one over the other types of luxury cars.

- There are demographic differences that distinguish among those who prefer American, European and Japanese luxury cars. Car owners who prefer American luxury cars tend to be older; those who prefer European luxury cars have the highest incomes; and those who prefer Japanese luxury cars are the best educated.

- When choosing a luxury car, the largest proportions of all car owners look for a comfortable ride and a reliable, high quality, well-constructed and well-engineered car. Car owners who prefer different types of luxury cars, however, place somewhat different emphasis on these and other characteristics:

  Car owners who prefer American luxury cars place above-average emphasis on having a car that offers a quiet ride and has a roomy, luxurious interior. Although a comfortable ride is one of the most important characteristics for all car owners in choosing a luxury car, it is even more important among car owners who prefer American luxury cars.

  Car owners who prefer a European luxury car are more apt than other car owners to look for high performance and speed/power, and are more likely to insist that the car be high quality and well-engineered, two characteristics which are important to all car owners in choosing a luxury car but are even more important to those who prefer a European luxury car.

  Car owners who prefer a Japanese luxury car place a greater priority than other car owners on having a reliable car, one of the leading characteristics among all car owners in choosing a luxury car.

- The three groups -- those who prefer American, European and Japanese luxury cars -- focus on different aspects of the costs of luxury cars.

  Car owners who prefer American luxury cars are more interested than others in obtaining good gas mileage from a luxury car; those who prefer European luxury cars express more concern about the resale value of a luxury car; and those who prefer a Japanese luxury car are more interested in an economical-to-maintain luxury car.

- Each of the three types of luxury cars -- American, European and Japanese -- is perceived to have certain advantages compared with the other two types of luxury cars.

  The following are the key benefits that car owners attribute to American luxury cars relative to European and Japanese luxury cars:

American better than European:	American better than Japanese:
Easy to get repairs done	Roomy
Roomy	Comfortable ride
Family car	Family car
Good warranty	Luxurious interior
Comfortable ride	Easy to get repairs done
Practical	Good warranty

The following are the main benefits that car owners attribute to European luxury cars relative to American and Japanese luxury cars:

European better than American:	European better than Japanese:
Resale value	Prestigious
Hand-crafted	Hand-crafted
Well-engineered	Elegant styling
High quality	Strong body
Prestigious	Luxurious interior
Hugs the road	Speed/power

The following are the principle benefits that car owners attribute to Japanese luxury cars relative to American and European luxury cars:

Japanese better than American:	Japanese better than European:
Good gas mileage	Good gas mileage
Resale value	Good value for the money
Well-engineered	Economical to buy
Technologically advanced	Economical to maintain
High quality	Practical
Reliable	Easy to get repairs done

- When asked for their general impressions, car owners tend to think that a new Japanese luxury car would be better than an American luxury car and not as good as a European luxury car. When specific characteristics are compared, however, Japanese luxury cars are perceived to equal or exceed their European rivals.

  Of the five characteristics most often desired in a luxury car, American luxury cars are perceived by a majority of car owners as having one of the characteristics -- comfort; European luxury cars are perceived as having three -- good construction and engineering and high quality; and Japanese luxury cars are perceived as having four -- reliability, good construction and engineering and high quality (by just less than a majority). Although the Japanese are not yet highly associated with luxury cars, their automobiles are perceived to be the most likely to have what luxury car buyers seek.

- There are also psychographic differences that distinguish among those who prefer American, European and Japanese luxury cars.

  Car owners who prefer American luxury cars have a much stronger preference for buying American-made products and are more mechanically-minded ("I make an effort to 'buy American,'" "I'm good at mechanical things"); those who prefer European luxury cars are more status-conscious and more culture-oriented ("I like to eat in the best restaurants," "I enjoy operas or concerts"); and those who prefer Japanese luxury cars are more travel-oriented ("I've traveled to Europe," "I've traveled to Japan").

- Car owners who prefer European luxury cars tend to be more ego-involved with cars than those who prefer American or Japanese luxury cars.

  Car owners who opt for European luxury cars are more likely than others to indicate that: "The car that a person drives says a lot about the person," "I like to drive fast," "I'm a car buff," and "I appreciate the racing heritage of a car."

- Car owners believe that buying a luxury car -- whether it is an American, European or Japanese car -- conveys to other people that the person is successful.

  In other respects, however, they think that different impressions would be created as a result of owning an American, European or Japanese luxury car. They think that:

  An American luxury car communicates the idea that its owner is successful, traditional, responsible, conservative, conventional and affluent.

  A European luxury car projects the idea that its owner is successful, affluent, sophisticated, self-indulgent, a leader, ambitious, and fashionable.

  A Japanese luxury car conveys the idea that its owner is successful, practical, responsible, youthful, and intelligent.

- Although car owners seldom think of Japanese cars when they think of luxury cars and seldom prefer Japanese luxury cars over other luxury cars, a sizeable majority of those surveyed believe that if the Japanese introduced a new luxury car, it would be successful.

  The main reasons why car owners think that a new Japanese car would be successful are that the Japanese are always successful and the Japanese know how to make quality cars.

- When asked about changes in their media habits, car owners report that they are reading magazines and newspapers (particularly magazines) more often now; listening to the radio about as often; and watching television less often now than they did a few years ago. These patterns hold among all groups -- those who prefer American, European and Japanese luxury cars.

DETAILED FINDINGS

PHASE 1: TELEPHONE SURVEY

The Sample

The FORTUNE subscribers interviewed for this investigation appear to be good prospects for luxury cars:

- Two in three expect to purchase or lease a new car within the next two years;
- Almost half expect to spend $20,000 or more on their next car; and,
- Almost six out of ten report that it is likely their next car will be a luxury car.

WHEN EXPECT TO BUY OR LEASE NEXT CAR

	Total (100)
Within the next 12 months	30%
1 to 2 years from now	35
3 to 4 years from now	19
5 or more years from now	9
Don't know	7

EXPECTED COST OF NEXT CAR

	Total (100)
Under $10,000	2%
$10,000 - $14,999	13
$15,000 - $19,999	25
$20,000 - $24,999	20
$25,000 - $29,999	14
$30,000 - $39,999	8
$40,000 or more	6
Don't know	12
Average (in thousands)	$22.6
Median (in thousands)	$20.6

LIKELIHOOD THAT NEXT CAR WILL BE A LUXURY CAR

	Total (100)
Likely	58%
Very likely	38
Fairly likely	20
Not likely	42
Not too likely	24
Not likely at all	18

What Sets Luxury Cars Apart?

There is no general agreement among car buyers on the characteristics that set luxury cars apart from other cars. Rather, there is a wide variety of characteristics that make luxury cars "special" in car buyers' minds.

These characteristics include special features (like leather seats, stereo speakers and power everything), high performance, elegant styling, spaciousness, luxurious interior, and quality/workmanship. Interestingly, price was not mentioned as often as might have been expected.

These findings suggest that luxury car prospects as a group look for a variety of cues to reinforce the sensation that a luxury car offers a superior experience over other cars.

CHARACTERISTICS THAT SET LUXURY CARS
APART FROM OTHER CARS

Open-Ended

	Total (100)
Special features	33%
Gadgets/options	17
Leather seats	9
Power windows/power seats/ power everything	8
Stereo/lots of speakers	4
High performance	31
Elegant styling	28
Spaciousness	27
Luxurious interior	25
Quality/workmanship	23
High price/expensive	19
Comfort	18
Smooth ride	14
Status/prestige	8

What Price Defines A Luxury Car?

A majority of car owners think that cars costing $20,000 or more would be considered luxury cars. About one out of four car owners believe that a car should cost $30,000 or more in order to be considered a luxury car.

THE PRICE THAT DEFINES A LUXURY CAR

Open-Ended

	Total (100)
Under $20,000	9%
$20,000 - $24,999	32
$25,000 - $29,999	25
$30,000 - $34,999	16
$35,000 or more	10
Don't know	8

What Makes Are Seen As Luxury Cars?

The makes of cars most often identified as luxury cars are all European or American cars. Out of the 34 makes about which car owners were specifically asked, the ten makes that are cited most often as luxury cars include seven European cars and three American cars. These ten makes are all identified as luxury cars by a majority of those surveyed.

None of the Japanese cars are among those most-often identified as luxury cars. However, a little more than one-third view the Acura Legend as a luxury car. In addition, about one out of five or six car owners surveyed identify Mazda 929, Nissan Maxima and Toyota Cressida as luxury cars.

When asked specifically to name Japanese luxury cars, only a little more than one out of three were able to mention specific models of Japanese luxury cars. Nissan Maxima, Toyota Cressida and Acura Legend headed the list of models mentioned.

UNAIDED AWARENESS OF LUXURY CARS

	Total (100)
American Cars	
Cadillac	66%
Lincoln	45
Chrysler New Yorker	8
Buick Park Avenue	7
Chrysler	4
Oldsmobile Ninety-Eight	4
Buick Electra	1
Dodge Dynasty	1
Eagle Premier	1
Ford Crown Victoria	1
Mercury Grand Marquis	1
Imported Cars	
Mercedes-Benz	63%
Jaguar	38
BMW	35
Rolls Royce	14
Acura Legend	9
Audi	6
Porsche	6
Bentley	4
Alfa Romeo	3
Volvo	3
Maserati	2
Mazda 929	2
Nissan Maxima	2
Saab	2
Sterling	2
Toyota Cressida	2
Ferrari	2
Honda	2
Lamborghini	2
Mitsubishi Sigma	1
Peugeot	1
Range Rover	1
Others	6

AIDED AWARENESS OF VARIOUS MAKES OF LUXURY CARS

	Total (100)
American Cars	
Cadillac	100%
Chrysler New Yorker	99
Lincoln	98
Oldsmobile Ninety-Eight	94
Pontiac Bonneville	92
Buick Electra	89
Jeep Wagoneer/Grand Wagoneer	89
Mercury Grand Marquis	86
Buick Park Avenue	85
Ford Crown Victoria	77
Dodge Dynasty	62
Eagle Premier	58
Imported Cars	
Mercedes-Benz	100%
Rolls Royce	100
BMW	99
Jaguar	99
Porsche	99
Audi	97
Volvo	96
Maserati	93
Bentley	90
Saab	89
Alfa Romeo	86
Renault	85
Acura Legend	84
Toyota Cressida	84
Peugeot	83
Nissan Maxima	81
Mazda 929	73
Sterling	71
Range Rover	66
Mitsubishi Sigma	47
Lexus	15
Infiniti	10

WHETHER PARTICULAR MAKES ARE CONSIDERED TO BE LUXURY CARS*

	Total (100)
American Cars	
Cadillac	87%
Lincoln	80
Chrysler New Yorker	61
Buick Park Avenue	48
Oldsmobile Ninety-Eight	42
Buick Electra	35
Mercury Grand Marquis	35
Ford Crown Victoria	23
Pontiac Bonneville	15
Dodge Dynasty	7
Eagle Premier	6
Jeep Wagoneer/Grand Wagoneer	6
Imported Cars	
Rolls Royce	91%
Jaguar	88
Mercedes-Benz	88
BMW	73
Bentley	70
Porsche	59
Maserati	58
Audi	39
Acura Legend	37
Sterling	33
Volvo	33
Alfa Romeo	30
Peugeot	22
Mazda 929	21
Saab	21
Nissan Maxima	17
Toyota Cressida	16
Range Rover	11
Mitsubishi Sigma	10
Renault	4
Infiniti	3
Lexus	3

* Only asked of respondents who were aware of the particular make (unaided or aided). Numbers shown are based on total respondents.

JAPANESE LUXURY CARS THAT COME TO MIND

Open-Ended

	Total (100)
Japanese cars mentioned	62%
Specific models mentioned	36
Nissan Maxima	15
Toyota Cressida	13
Acura Legend	12
Mazda 929	2
Infiniti	1
Honda Prelude	1
Nissan 300	1
Honda Accord LXI	1
Mitsubishi Sigma	1
Toyota Camry	1
No specific models mentioned	29
Acura	14
Toyota	11
Honda	6
Nissan	5
Mitsubishi	5
Subaru	2
Mazda	2
No Japanese cars mentioned	38

Which Makes Of Luxury Cars Are Preferred?

After all of the aided awareness questions, car owners were asked to indicate which luxury cars they would prefer if they were seriously and realistically in the market for a luxury car now.

The most often preferred makes of luxury cars include four European cars (Mercedes-Benz, Jaguar, BMW and Rolls Royce) and two American cars (Cadillac and Lincoln).

The next most popular group includes two American cars (Buick Park Avenue and Chrysler New Yorker) and one Japanese car (Acura Legend).

LUXURY CARS PREFERRED

	Total (100)
Mercedes-Benz	34%
Jaguar	30
Cadillac	29
Lincoln	28
BMW	23
Rolls Royce	19
Buick Park Avenue	12
Chrysler New Yorker	12
Acura Legend	11
Oldsmobile Ninety-Eight	9
Porsche	9
Nissan Maxima	7
Ford Crown Victoria	5
Bentley	5
Maserati	5
Toyota Cressida	5
Sterling	4
Buick Electra	3
Mazda 929	3
Mercury Grand Marquis	3
Saab	3
Volvo	3
Pontiac Bonneville	2
Audi	2
Range Rover	2
Jeep Wagoneer/Grand Wagoneer	1
Mitsubishi Sigma	1

LUXURY CARS PREFERRED*

(Open-Ended)

	Total (100)
American Cars	
Cadillac	29%
Lincoln	28
Buick Park Avenue	12
Chrysler New Yorker	12
Oldsmobile Ninety-Eight	9
Ford Crown Victoria	5
Mercury Grand Marquis	3
Buick Electra	3
Pontiac Bonneville	2
Jeep Wagoneer/Grand Wagoneer	1
Imported Cars	
Mercedes-Benz	34%
Jaguar	30
BMW	23
Rolls Royce	19
Acura Legend	11
Porsche	9
Nissan Maxima	7
Bentley	5
Maserati	5
Toyota Cressida	5
Sterling	4
Mazda 929	3
Saab	3
Volvo	3
Audi	2
Range Rover	2
Mitsubishi Sigma	1

* Preferred first, second or third

Which Types Of Luxury Cars Are Preferred?

When asked to explicitly choose among American, European and Japanese luxury cars, car owners are about evenly split between those who prefer an American luxury car and those who prefer a European luxury car. Only a few car owners most prefer a Japanese luxury car -- reflecting the fact that, at the present time at least, relatively few car owners associate the Japanese with the luxury car market.

On the negative side, Japanese luxury cars are most-often cited as the least-preferred luxury car -- again a function of the fact that, in car owners' minds, the Japanese have not yet established a strong franchise in this sector of the car market. A significant one out of four car owners identify American luxury cars as the least-preferred luxury car. Only a few car owners reject European luxury cars -- reflecting the high esteem in which car owners hold European luxury cars.

PREFERENCE FOR VARIOUS TYPES OF LUXURY CARS

	Total (100)
Preferred Most	
European	47%
American	45
Japanese	6
Don't know	2
Preferred Least	
Japanese	51%
American	25
European	8
Don't know	16

Reasons For Preferring European And American Luxury Cars

As mentioned earlier, there is about an even split between those who prefer a European luxury car and those who prefer an American luxury car. However, the reasons for preferring them differ widely for these two types of luxury cars:

- Car owners prefer European luxury cars because they think these cars offer superior quality, better performance and more prestige than other luxury cars.

- By comparison, car owners prefer to buy American luxury cars because they want to "buy American" and they like the servicing, size and durability of these cars.

Six of the hundred car owners surveyed prefer a Japanese luxury car. This includes three who prefer them simply because they like Japanese cars and three who prefer them because they have owned Japanese cars and were satisfied with them.

REASONS FOR MOST PREFERRING VARIOUS LUXURY CARS*

Open-Ended

Reasons For Most Preferring European Luxury Cars	Among Those Who Most Prefer European Luxury Cars (47)
Quality/better quality/quality workmanship/attention to detail	41%
Reputation/status/prestige/want a... (Mercedes, Jaguar, etc.)	24
Performance/engineering	17
Dependability/reliability/don't break down	15
Durability/last longer	13
Like the style/look better	10
Resale/trade-in value	3
Other "buy European" mentions	14

Reasons For Most Preferring American Luxury Cars	Among Those Who Most Prefer American Luxury Cars (45)
Buy American/loyalty to country/support America	71%
Easier to get parts/servicing	8
The size of car	6
Durability/made to last	6
Comfort	5
America has caught up with foreign cars/ foreign cars not better anymore	4
Other "buy American" mentions	8

* Reasons for most preferring Japanese luxury cars are not shown because only six respondents most preferred Japanese luxury cars.

Reasons For Least Preferring Japanese And American Luxury Cars

As mentioned earlier, a majority "least prefer" Japanese luxury cars and a significant minority "least prefer" American luxury cars. As with preference reasons, the reasons why car owners reject these two types of luxury cars are different:

- Car owners reject Japanese luxury cars because they think these cars are too small, they do not associate the Japanese with luxury cars, and they do not want to support cars that are made in Japan.

- Car owners reject American luxury cars because they think these cars have poor quality/workmanship and these cars require servicing too often.

Eight of the hundred car owners surveyed "least prefer" a European luxury car. This includes four who do not want to support cars made in Europe, three who feel that it is hard to get service or parts for European cars, and one who did not cite any reason.

REASONS FOR LEAST PREFERRING VARIOUS LUXURY CARS*

Open-Ended

Reasons For Least Preferring Japanese Luxury Cars	Among Those Who Least Prefer Japanese Luxury Cars (51)
Too small/Japanese cars are too small	28%
Don't think luxury cars as Japanese/don't associate luxury with Japan	17
Dislike Japanese/don't want to support Japan	15
Prefer American/support America	11
Japanese cars are not made well/poor quality	11
Don't like Japanese cars (unspecified)	6
Difficult to service/get parts	4
Have/had trouble with Japanese cars	4
Other "not buy Japanese" mentions	4
Don't know	15

Reasons For Least Preferring American Luxury Cars	Among Those Who Least Prefer American Luxury Cars (25)
Poor quality/poor workmanship	51%
Mechanical problems/not reliable/always need servicing	28
Poor reputation	19
Don't like the ride/don't ride well	17
Unattractive/don't like style	7
Other "not buy American" mentions	15
Don't know	3

* Reasons for least preferring European luxury cars are not shown because only eight respondents least preferred European luxury cars.

What Would Induce Purchase Of Japanese Luxury Cars?

Car owners were asked to complete the following sentence: "I'd be more likely to buy a Japanese luxury car if...."

The dominant responses had to do with the cost of obtaining a Japanese luxury car -- if the price was right, if it was less expensive than other luxury cars. Other barriers included the quality of the car, its styling, size and the comfortableness of its interior.

"I'D BE MORE LIKELY TO BUY A JAPANESE LUXURY CAR IF..."

Open-Ended

	Total (100)
If I could afford it/the price was right	19%
If it was cheaper/less expensive than other luxury cars	16
If it was high quality/better quality	11
If it was stylish/more stylish	9
If it was bigger	9
If it was comfortable/comfortable interior	8
If it was made/assembled in America	4
If there was a better balance of trade with Japan	3
If it had everything other luxury cars had	2
I did buy one/already bought	2
If I needed one	2
If it had good resale value	2
Other mentions	4
Don't know	15

Customer Images Of American, European And Japanese Luxury Cars

Car owners have different impressions of the types of people who are apt to purchase different types of luxury cars.

- They think of American luxury car buyers as older, people who want to "buy American," and affluent (although this belief is not as widespread as it is for buyers of European luxury cars).
- They think of European luxury car buyers as affluent, yuppies, and people who are status-conscious.
- They think of Japanese luxury car buyers as younger, people who want a quality car, and people who are economy-minded.

TYPES OF PEOPLE BELIEVED TO BE MORE APT
TO BUY VARIOUS LUXURY CARS

(Base: 100)

Open-Ended

American Luxury Cars		European Luxury Cars		Japanese Luxury Cars	
Older/over 45/50/60	26%	Affluent/wealthy/ richer people/ upper class	32%	Younger/under 30/ less experienced people	15%
Affluent/wealthy/ richer people/ upper class	15	Yuppies	23	Economy-minded/ practical	11
People who buy American/ interested in American economy	11	People who are concerned with status/ prestige	15	People who want quality/better car	11
Businessmen/high level/upper management/CEO's	10	Younger/under 30/ less experienced people	13	Middle class/not as much money as rich	9
Conservative/traditionalist	9	Professionals/prominent people (doctors/lawyers/ politicians)	9	Japanese/Orientals	8
Middle class/not as much money as rich	6	People who want quality/better car	8	Affluent/wealthy/ richer people/ upper class	7
Prefer softer/ smoother ride	6	Businessmen/high level/upper management/CEO's	7	Those who can't afford European	7

The Potential For Japanese Luxury Cars

As mentioned earlier, Japanese luxury cars are seldom chosen as the "most preferred" luxury car and are frequently chosen as the "least preferred" luxury car. This, in large part, reflects the fact that car buyers are not yet accustomed to thinking of Japanese cars as part of the luxury car market.

But this does not mean that car buyers have strong resistance to Japanese luxury cars. On the contrary, seven out of ten car owners surveyed think that, if the Japanese introduced a new luxury car, it would be successful.

When asked why they think a new Japanese luxury car would be successful, the dominant reason mentioned is that the Japanese have a good track record -- "they are always successful."

Other reasons cited for expecting a new Japanese luxury car to be successful are: the Japanese make better quality cars, it might be less expensive than other luxury cars, there would be a niche for it, and the Japanese have strong advertising/marketing programs.

PERCEIVED CHANCES OF SUCCESS
FOR A NEW JAPANESE LUXURY CAR

	Total (100)
Believe A New Japanese Luxury Car Would Be:	
Successful	71%
Very successful	32
Fairly successful	39
Not successful	20
Not too successful	9
Not successful at all	11
Don't know	9

REASONS WHY A NEW JAPANESE LUXURY CAR
WOULD OR WOULD NOT BE SUCCESSFUL

Open-Ended

	Total (100)
Positive	66%
Good reputation/track record/always successful	32
Better quality cars	12
Fills a gap/niche/market for it	9
Through advertising/marketing	9
Less expensive/good value for money	9
Dependable/reliable cars	1
Other positive mentions	2
Negative	22
No demand for it/too much competition	8
Other (American/European) make better luxury cars	6
No reputation/tradition for luxury cars/ only make small cars	4
People don't like the Japanese	2
Other negative mentions	2
Don't know	19

Expectations About A New Japanese Luxury Car

Car owners have a number of expectations about how a new Japanese luxury car might differ from other luxury cars:

- Some think that it would be smaller than other luxury cars, and yet some believe that it would have more leg room and/or head room than other luxury cars.
- They think that it would have more technology and have more "gadgets" than other luxury cars.
- And they think that it would generally be better designed and have higher quality than other luxury cars.

In relation to existing luxury cars, car owners believe that a new Japanese luxury car would be better than American luxury cars but not as good as European luxury cars.

EXPECTATIONS ABOUT HOW A NEW JAPANESE LUXURY CAR WOULD DIFFER FROM OTHER LUXURY CARS

Open-Ended

	Total (100)
Smaller/more compact	22%
High technology/computerized/electronic equipment	14
Better designed/more stylish/aerodynamic/less boxy	12
Lots of extras/gadgets (CD player/telephone/ refrigerator)	12
Bigger/lots of leg room/head room	10
Better quality/built better	9
Would be cheaper than American/European car	7
Good gas mileage/more economical	7
Other mentions	5
Don't know	29

EXPECTATIONS ABOUT HOW A NEW JAPANESE LUXURY CAR
WOULD COMPARE WITH AMERICAN AND EUROPEAN LUXURY CARS

(Base: 100)

Japanese Luxury Car Would Be:	Japanese Vs. American Luxury Cars	Japanese Vs. European Luxury Cars
Better	50%	15%
Same	28	34
Not as good	12	42
Don't know	10	9

Japanese Vs. American And European Luxury Cars

Car owners have some positive expectations and some negative expectations about how a new Japanese luxury car might differ from American and European luxury cars:

- In relation to American luxury cars, they think that a new Japanese luxury car would be a higher quality car, but they are concerned that it might not be as big or as comfortable as American luxury cars.

- In relation to European luxury cars, they believe that a new Japanese luxury car might be less expensive and offer higher technology and more "gadgets," but they are concerned that it might not have as much quality or be as attractively styled as European luxury cars.

EXPECTATIONS ABOUT HOW A NEW JAPANESE LUXURY CAR MIGHT BE BETTER THAN AMERICAN AND EUROPEAN LUXURY CARS

(Base: 100)

Open-Ended

	Japanese Vs. American Luxury Cars
Quality/better quality/ better engineered	42%
Dependable/reliable/ don't break down	12
Durability/last longer	8
Better fuel economy/ mileage per gallon	8
Would be cheaper	7
Better electronics/high technology	7
Better performance	6
Better design/styling	4
Other mentions	5
Nothing mentioned	27

	Japanese Vs. European Luxury Cars
They are cheaper/ less expensive	16%
Technology/better electronics	8
Don't need as many repairs/as much servicing/repair costs	8
Quality/better quality	6
Better gas mileage/ fuel economy	5
They are equal/about the same	4
Reliable/dependable/ don't break down	3
Other mentions	6
Nothing mentioned	48

EXPECTATIONS ABOUT HOW A NEW JAPANESE LUXURY CAR MIGHT NOT BE AS GOOD AS AMERICAN AND EUROPEAN LUXURY CARS

(Base: 100)

Open-Ended

	Japanese Vs. American Luxury Cars
Smaller/too small	25%
Not as comfortable/as comfortable a ride	15
Styling/not as nicely styled as American	9
Hard to service/get parts	8
Not as strong/too weak/ flimsy/dangerous	8
Costs more	6
It's Japanese/not American	4
Nothing mentioned	37

	Japanese Vs. European Luxury Cars
European is better quality	16%
European reputation/ Europeans doing this longer	12
Not as good as European styling/design	12
European cars handle/ perform better	7
Smaller/not as big as European	7
European stronger cars/ safer/heavier cars	6
Not as comfortable/ luxurious as European	5
Not as good mechanically/ engineered	4
Nothing mentioned	39

PHASE 2: MAILED SURVEY

The Sample

FORTUNE subscribers appear to be good prospects for luxury cars:

- More than half (53%) say they will spend $20,000 or more on their next car; and
- More than half (55%) report they are likely to buy or lease a luxury car the next time they buy or lease a car.

EXPECTED COST OF NEXT CAR

	Total (790)
Under $20,000	47%
$20,000 - $29,999	33
$30,000 or more	20

LIKELIHOOD OF BUYING OR LEASING A LUXURY CAR NEXT TIME

	Total (790)
Likely	55%
Very likely	32
Fairly likely	23
Not likely	40
Not too likely	23
Not likely at all	17
No idea at all	5

Types Of Luxury Cars Considered

Car owners were asked to suppose they were in the market for a luxury car and were then asked whether they would consider buying a luxury car just introduced by Americans, Europeans or the Japanese.

Car owners are fairly wide open about the type of luxury car they might buy if they were in the market for a luxury car. More than half (56%) would consider buying a newly-introduced American luxury car, 46% would consider buying a newly-introduced European luxury car, and 34% would consider buying a newly-introduced Japanese car.

Although Japanese luxury cars receive lower purchase consideration than American and European luxury cars, the percent who indicate that they might buy a Japanese luxury car is surprisingly high considering the fact that (as pointed out in the preceding section) Japanese luxury cars have no salience in car owners' minds.

A large majority of those who own each type of luxury car -- i.e., American, European or Japanese -- indicate that, if they were again in the market for a luxury car, they would consider buying the same type of luxury car they own now (repeat buying of luxury American cars -- 77%, repeat buying of luxury European cars -- 75%, repeat buying of luxury Japanese cars -- 80%). At the same time, owners of each type of luxury car would also consider buying other types of luxury cars:

- Owners of American luxury cars are much more apt to consider buying a European luxury car (39%) than a Japanese luxury car (21%).
- Owners of European luxury cars are about equally likely to consider buying an American luxury car (45%) and a Japanese luxury car (43%).
- Owners of Japanese luxury cars are much more apt to consider buying a European luxury car (56%) than an American luxury car (34%). (These numbers must be interpreted cautiously since only 34 people in this sample own a Japanese luxury car.)

TYPES OF LUXURY CARS THAT WOULD BE CONSIDERED
IF IN THE MARKET FOR A NEW LUXURY CAR

(Base: 790)

	A New American Luxury Car	A New European Luxury Car	A New Japanese Luxury Car
Would consider it	56%	46%	34%
Definitely would	40	23	15
Probably would	16	23	19
Might or might not consider it	18	17	20
Would not consider it	22	29	38
Probably would not	14	15	17
Definitely would not	8	14	21
No idea at all	4	8	8

TYPES OF LUXURY CARS THAT WOULD BE CONSIDERED
IF IN THE MARKET FOR A NEW LUXURY CAR

By Type Of Luxury Car Own Now

	Own Now		
	American Luxury Car (217)	European Luxury Car (174)	Japanese Luxury Car (34)*
Luxury Car That Would Be Considered If In The Market For A New Luxury Car			
American luxury car	77%	45%	34%
European luxury car	39	75	56
Japanese luxury car	21	43	80

* Small base size; interpret with caution.

Types Of Luxury Cars Preferred

Car owners were classified according to the type of luxury car they preferred -- i.e., whether they preferred an American, European or Japanese luxury car. This enabled us to examine and compare the characteristics and attitudes of three luxury car segments: those who prefer American luxury cars, those who prefer European luxury cars and those who prefer Japanese luxury cars.

The classification was based on car owners' likelihood of considering buying each of these types of cars if they were in the market for a luxury car. A respondent was considered a "preferrer" of one type of luxury car if his or her purchase likelihood was higher for that type of luxury car than for the other two types of luxury cars. For example, if he or she would "definitely consider" an American luxury car, would "probably consider" a European luxury car, and would "probably consider" a Japanese luxury car, he or she was classified as a "preferrer" of American luxury cars.

On the other hand, if there was no clear "win" the respondent was not considered a "preferrer" of any one type of luxury car. For example, this would apply if a respondent said he would "definitely consider" two of the three types of cars or if he said he would "definitely consider" all three types of cars.

On the basis of this preference definition, 41% of car owners were classified as preferrers of American luxury cars, 14% were classified as preferrers of European luxury cars, and 9% were classified as preferrers of Japanese luxury cars. The remaining 36% were left unclassified -- i.e., they did not exhibit a clear preference for one luxury car over the other two luxury cars.

TYPE OF LUXURY CAR PREFERRED

	Total (790)
Prefer an American luxury car	41%
Prefer a European luxury car	14
Prefer a Japanese luxury car	9
No preference	36

Demographic Characteristics

The car owners studied tend to be fairly affluent, well-educated people. This profile applies whether they prefer to buy American, European or Japanese luxury cars.

At the same time, there are also demographic differences among those who prefer different types of luxury cars. Car owners who prefer American cars tend to be older; those who prefer European luxury cars have the highest incomes; and those who prefer Japanese luxury cars are the best educated.

In addition, there are regional differences among those who prefer different types of luxury cars. In relation to car owners as a whole, those who prefer American luxury cars are more apt to reside in the Midwest; those who prefer European luxury cars are more likely to live in the Northeast; and those who prefer Japanese luxury cars are more apt to live in the West.

The South draws proportionately from all three segments -- those who prefer American, those who prefer European, and those who prefer Japanese luxury cars.

DEMOGRAPHIC CHARACTERISTICS

	Total (790)	Type Of Luxury Car Preferred		
		American (320)	European (114)	Japanese (73)
Sex				
Men	81%	83%	83%	73%
Women	19	17	17	27
Age				
34 years or under	28%	21%	39%	30%
35-49 years	35	29	43	46
50-64 years	23	26	14	18
65 years and over	14	24	4	6
Marital Status				
Married	73%	76%	70%	63%
Not married	27	24	30	37
No. Of People In Household				
1-2 people	57%	60%	48%	57%
3-4 people	35	29	45	37
5 or more people	8	11	7	6
Education				
Completed high school or less	7%	10%	4%	8%
Some college	18	22	18	12
Completed college	31	31	35	24
Some graduate work	17	17	8	23
Graduate degree	27	20	35	33
Household Income				
Under $25,000	7%	8%	6%	4%
$25,000 - $49,999	21	24	14	21
$50,000 - $99,999	37	37	29	33
$100,000 - $199,999	24	21	31	35
$200,000 or more	11	10	20	7
Average (in thousands)	$94	$88	$117	$92
Region				
Northeast	24%	20%	33%	17%
Midwest	23	29	18	16
South	30	31	26	30
West	23	20	23	37

Unaided Awareness Of Luxury Cars

When asked on an unaided basis about the cars that come to mind when they think of luxury cars, 76% mention European cars and 71% cite American cars. By contrast, only 9% mention Japanese cars.

As far as specific makes are concerned, five specific makes stand out when car owners think of luxury cars. These include three European cars (Mercedes-Benz, BMW and Jaguar) and two American cars (Cadillac and Lincoln). No Japanese car receives more than 6% of mentions when car owners are asked to cite makes of luxury cars that come to mind.

UNAIDED AWARENESS
OF MAKES OF LUXURY CARS

Mercedes-Benz	62%
Cadillac	56
Lincoln	46
BMW	32
Jaguar	20
Rolls Royce	10
Chrysler	7
Buick	6
Acura	6
Oldsmobile	4
Porsche	4
Volvo	4
Ford	3
Toyota	3
Mercury	2
Audi	2
Saab	2

UNAIDED AWARENESS OF LUXURY CARS

	Total (790)	Type Of Luxury Car Preferred: American (320)	European (114)	Japanese (73)
American cars	**71%**	**93%**	**34%**	**59%**
Cadillac	56	76	23	48
Lincoln	46	68	16	33
Chrysler	7	13	1	3
Buick	6	11	-	2
Oldsmobile	4	8	-	3
Ford	3	5	-	-
Mercury	2	4	1	-
Chevrolet	1	1	-	-
Pontiac	1	1	1	2
Other American cars	*	1	-	-
Imported cars	**79**	**61**	**95**	**94**
European cars	**76**	**60**	**95**	**79**
Mercedes-Benz	62	46	81	64
BMW	32	17	62	25
Jaguar	20	9	41	23
Rolls Royce	10	7	15	14
Porsche	4	2	5	21
Volvo	4	1	8	4
Audi	2	1	5	2
Saab	2	1	5	4
Range Rover	1	*	-	2
Bentley	1	1	2	-
Ferrari	1	1	3	-
Other European cars	1	-	2	4
Japanese cars	**9**	**3**	**8**	**36**
Acura	6	2	5	21
Toyota	3	1	-	6
Honda	1	*	-	6
Mazda	1	*	1	2
Nissan/Datsun	1	1	-	6
Other Japanese cars	*	*	-	-

* Less than 0.5 percent

Decision Sequence When Selecting A New Car

Car owners were asked what they decide first, what they decide second and what they decide third when selecting a new car.

The type of car (i.e., sedan, convertible, sports car, etc.) tends to be the first decision, the price range of the car tends to be the second decision, and the size of the car tends to be the third decision.

About one in four car owners (26%) consider where the car comes from as one of the first three decisions they make in choosing a new car.

FIRST THREE DECISIONS
WHEN SELECTING A NEW CAR

(Base: 790)

	1st-3rd Decisions	1st Decision	2nd Decision	3rd Decision
The type of car (sedan, etc.)	58%	31%	18%	9%
The price range of the car	62	17	27	18
The manufacturer of the car	27	11	7	9
The size of the car	36	9	13	14
The specific model of the car	29	9	9	11
The specific make of the car	23	8	8	7
Where the car comes from	26	8	8	10
Whether to buy a domestic or imported car	17	5	5	7
The country of origin of the car	6	2	2	2
Whether to buy a European or Japanese car	3	1	1	1
The color of the car	16	4	2	10
No idea at all	NA	3	8	12

NA = Not applicable

FIRST DECISION
WHEN SELECTING A NEW CAR

	Total (790)	Type Of Luxury Car Preferred		
		American (320)	European (114)	Japanese (73)
The type of car (sedan, etc.)	31%	33%	29%	31%
The price range of the car	17	15	17	18
The manufacturer of the car	11	12	17	18
The size of the car	9	10	6	4
The specific model of the car	9	10	10	10
The specific make of the car	8	6	9	6
Where the car comes from	8	11	6	8
Whether to buy a domestic or imported car	5	6	3	6
The country of origin of the car	2	4	-	2
Whether to buy a European or Japanese car	1	1	3	-
The color of the car	4	3	3	2
No idea at all	3	2	3	3

SECOND DECISION
WHEN SELECTING A NEW CAR

	Total (790)	Type Of Luxury Car Preferred: American (320)	European (114)	Japanese (73)
The price range of the car	27%	29%	25%	24%
The type of car (sedan, etc.)	18	18	16	14
The size of the car	13	12	15	15
The specific model of the car	9	8	13	9
The specific make of the car	8	10	7	8
The manufacturer of the car	7	7	9	4
Where the car comes from	8	7	8	11
Whether to buy a domestic or imported car	5	4	6	8
The country of origin of the car	2	3	1	-
Whether to buy a European or Japanese car	1	*	1	3
The color of the car	2	2	3	3
No idea at all	8	7	4	12

* Less than 0.5 percent

THIRD DECISION
WHEN SELECTING A NEW CAR

	Total (790)	Type Of Luxury Car Preferred: American (320)	European (114)	Japanese (73)
The price range of the car	18%	21%	16%	16%
The size of the car	14	15	7	11
The specific model of the car	11	10	14	12
The color of the car	10	9	13	7
Where the car comes from	10	10	12	12
Whether to buy a domestic or imported car	7	8	5	8
The country of origin of the car	2	1	5	4
Whether to buy a European or Japanese car	1	1	2	-
The type of car (sedan, etc.)	9	8	12	12
The manufacturer of the car	9	10	7	10
The specific make of the car	7	5	7	8
No idea at all	12	12	12	12

Factors Important For A Luxury Car

Car owners were given a list of 34 product characteristics and were asked to indicate those that would be important in choosing a luxury car. The largest proportions of all car owners look for a comfortable ride and a reliable, high quality, well-constructed and well-engineered car when choosing a luxury car.

Other important factors for a luxury car include attractive styling, safety, ease of handling, value for the money, and ease of getting repairs done.

Car owners who prefer different types of luxury cars have somewhat different priorities in terms of the characteristics that they deem important in a luxury car:

- Car owners who prefer an American luxury car place above-average emphasis on having a car that offers a quiet ride and has a roomy, luxurious interior. Although a comfortable ride is one of the most important characteristics for all car owners in choosing a luxury car, it is even more important among car owners who prefer American luxury cars.

- Car owners who prefer a European luxury car are more apt than other car owners to look for high performance and speed/power, and are more likely to insist that the car be high quality and well-engineered, two characteristics which are important to all car owners in choosing a luxury car but are even more important to those who prefer a European luxury car.

- Car owners who prefer a Japanese luxury car place a greater priority than other car owners on having a reliable car, one of the leading characteristics among all car owners in choosing a luxury car.

The three groups -- those who prefer American, European and Japanese luxury cars -- focus on different aspects of the costs of luxury cars:

- Car owners who prefer American luxury cars express more interest than others in obtaining good gas mileage from a luxury car.

- Car owners who prefer European luxury cars exhibit greater interest than others in the resale value of a luxury car.

- Car owners who prefer Japanese luxury cars voice more interest than others in having an economical-to-maintain luxury car.

MOST IMPORTANT FACTORS
WHEN DECIDING TO BUY A LUXURY CAR

	Total (790)	Type Of Luxury Car Preferred		
		American (320)	European (114)	Japanese (73)
Comfortable ride	76%	86%	72%	70%
Reliable	72	71	73	77
High quality	71	69	77	63
Well-constructed	69	69	70	70
Well-engineered	69	68	79	64
Attractive styling	63	62	67	62
Safety	63	64	67	62
Handles easily	58	60	56	52
Good value for the money	55	56	43	58
Easy to get repairs done	54	57	44	53
Quiet for passenger	50	59	39	49
Roomy	50	58	40	34
Good warranty	50	54	49	34
Resale value	49	45	60	48
Luxurious interior	45	52	45	27
Strong body	42	45	42	33
Technologically advanced	42	40	47	38
Good gas mileage	40	44	30	33
Speed/power	38	36	46	38
Hugs the road	38	34	42	44
Economical to maintain	37	36	24	46
High performance	34	33	41	34
Acceleration	31	29	37	35
Elegant styling	27	27	33	18
Practical	21	21	12	25
Family car	20	23	13	12
Prestigious	20	19	36	10
Economical to buy	19	20	9	21
Sporty styling	19	15	25	21
Advanced styling	17	15	20	10
Exciting	16	15	22	11
Innovative	12	11	15	12
Conservative styling	10	13	9	7
Hand-crafted	9	8	17	6

Product Images Of American, European And Japanese Luxury Cars

Car owners were given the same list of 34 product characteristics just discussed and asked to indicate which characteristics they think would apply most to a new American luxury car, a new European luxury car, and a new Japanese luxury car. The findings indicate that car owners have very different images of each luxury car:

- The dominant images of an American luxury car are that it is comfortable and roomy, repairs are done easily, has a good warranty, and has a luxurious interior.

- The principle images of a European luxury car are that it is well-engineered, well-constructed, has good resale value, has high quality, and is prestigious.

- The main images of a Japanese luxury car are that it is reliable, well-constructed and well-engineered, provides good gas mileage, and is technologically advanced.

Of the five characteristics most-often desired in a luxury car -- comfortable, reliable, high quality, well-constructed, well-engineered -- American luxury cars are seen by a majority of car owners as only offering comfort. European luxury cars are seen by a majority as offering good construction and engineering and high quality. Japanese luxury cars are seen by a majority as offering reliability and good construction and engineering, with almost half (47%) also seeing Japanese luxury cars as offering high quality. These findings indicate that although the Japanese are not yet highly associated with luxury cars, their automobiles are perceived to be the most likely to have what luxury car buyers seek most, lacking only the perception of comfort.

MOST COMMON PRODUCT IMAGES
OF AMERICAN, EUROPEAN AND JAPANESE LUXURY CARS

(Base: 790)

	American Luxury Cars		European Luxury Cars		Japanese Luxury Cars
Comfortable ride	75%	Well-engineered	64%	Reliable	55%
Roomy	65	Well-constructed	61	Well-constructed	53
Easy to get repairs done	62	Resale value	60	Well-engineered	52
Good warranty	58	High quality	57	Good gas mileage	50
Luxurious interior	56	Prestigious	54	Technologically advanced	48
Quiet for passenger	55	Handles easily	50	High quality	47
Family car	51	Comfortable ride	50	Good value for the money	46
Safety	51	Safety	49	Handles easily	44
Attractive styling	51	Hugs the road	49	Resale value	41
Handles easily	40	Attractive styling	48	Comfortable ride	38
Reliable	39	Speed/power	48		

PRODUCT IMAGES OF AMERICAN LUXURY CARS

	Total (790)	Type Of Luxury Car Preferred		
		American (320)	European (114)	Japanese (73)
Comfortable ride	75%	82%	65%	63%
Roomy	65	71	58	56
Easy to get repairs done	62	67	63	45
Good warranty	58	65	55	42
Luxurious interior	56	61	55	56
Quiet for passenger	55	63	45	50
Family car	51	49	55	49
Safety	51	65	30	26
Attractive styling	51	59	34	44
Handles easily	40	51	28	20
Reliable	39	56	19	14
Strong body	37	47	22	26
Well-constructed	37	53	17	8
Good value for the money	36	47	22	17
Speed/power	35	38	35	29
Economical to maintain	35	43	22	16
Practical	34	36	34	27
Well-engineered	34	49	11	8
Elegant styling	32	38	17	29
Technologically advanced	31	39	20	14
High quality	30	48	9	8
Good gas mileage	29	37	20	8
Prestigious	28	34	18	21
Economical to buy	27	30	19	18
Acceleration	26	33	22	16
Conservative styling	26	27	23	27
High performance	23	33	13	11
Hugs the road	23	32	7	4
Resale value	22	31	8	4
Advanced styling	20	23	13	11
Exciting	15	20	7	13
Innovative	15	20	13	8
Sporty styling	14	18	11	8
Hand-crafted	6	9	5	-

PRODUCT IMAGES OF EUROPEAN LUXURY CARS

	Total (790)	Type Of Luxury Car Preferred		
		American (320)	European (114)	Japanese (73)
Well-engineered	64%	54%	88%	55%
Well-constructed	61	51	85	57
Resale value	60	49	80	56
High quality	57	48	80	47
Prestigious	54	43	73	66
Comfortable ride	50	38	63	54
Handles easily	50	41	58	52
Safety	49	37	70	52
Hugs the road	49	41	63	43
Attractive styling	48	34	66	54
Speed/power	48	38	67	46
High performance	47	38	62	48
Strong body	46	38	61	47
Luxurious interior	44	37	54	44
Technologically advanced	44	32	68	34
Reliable	44	35	70	33
Acceleration	42	34	57	42
Quiet for passenger	41	32	52	40
Hand-crafted	41	38	45	45
Elegant styling	39	33	51	38
Exciting	35	27	48	41
Advanced styling	30	25	41	18
Sporty styling	29	24	39	29
Roomy	28	24	33	16
Good warranty	25	20	40	18
Good value for the money	24	17	38	14
Innovative	24	17	36	16
Conservative styling	23	19	28	30
Good gas mileage	18	15	24	6
Family car	15	10	22	11
Easy to get repairs done	14	9	21	6
Economical to maintain	12	10	12	10
Practical	11	9	14	6
Economical to buy	7	7	4	1

PRODUCT IMAGES OF JAPANESE LUXURY CARS

	Total (790)	Type Of Luxury Car Preferred		
		American (320)	European (114)	Japanese (73)
Reliable	55%	42%	60%	77%
Well-constructed	53	38	54	83
Well-engineered	52	41	54	75
Good gas mileage	50	43	51	60
Technologically advanced	48	37	46	64
High quality	47	36	40	79
Good value for the money	46	36	50	68
Handles easily	44	35	38	58
Resale value	41	31	41	66
Comfortable ride	38	26	34	60
Attractive styling	35	22	37	52
Economical to maintain	32	23	36	63
Innovative	30	21	31	46
Safety	29	22	25	48
Economical to buy	29	27	26	32
High performance	29	24	25	39
Good warranty	28	20	33	39
Hugs the road	28	20	19	43
Easy to get repairs done	27	14	40	50
Quiet for passenger	26	19	20	48
Sporty styling	26	22	26	26
Practical	25	19	30	39
Speed/power	25	18	23	37
Advanced styling	24	17	27	27
Acceleration	23	17	16	36
Luxurious interior	21	15	15	29
Strong body	19	15	14	30
Family car	16	12	20	18
Exciting	14	11	7	24
Conservative styling	13	12	13	14
Roomy	13	9	9	7
Elegant styling	12	8	14	10
Prestigious	11	7	8	18
Hand-crafted	7	5	8	12

Perceived Advantages Of Different Types Of Luxury Cars

Each of the three types of luxury cars -- American, European and Japanese -- is perceived as having certain advantages compared with the other two types of luxury cars.

- The following are the key benefits that car owners attribute to American luxury cars relative to European and Japanese luxury cars:

American better than European:	American better than Japanese:
Easy to get repairs done	Roomy
Roomy	Comfortable ride
Family car	Family car
Good warranty	Luxurious interior
Comfortable ride	Easy to get repairs done
Practical	Good warranty

- The following are the main benefits that car owners attribute to European luxury cars relative to American and Japanese luxury cars:

European better than American:	European better than Japanese:
Resale value	Prestigious
Hand-crafted	Hand-crafted
Well-engineered	Elegant styling
High quality	Strong body
Prestigious	Luxurious interior
Hugs the road	Speed/power

- The following are the principle benefits that car owners attribute to Japanese luxury cars relative to American and European luxury cars:

Japanese better than American:	Japanese better than European:
Good gas mileage	Good gas mileage
Resale value	Good value for the money
Well-engineered	Economical to buy
Technologically advanced	Economical to maintain
High quality	Practical
Reliable	Easy to get repairs done

PRODUCT IMAGES OF AMERICAN VS. EUROPEAN LUXURY CARS

	American Luxury Cars (790)	European Luxury Cars (790)	American Vs. European Luxury Cars
Associated More With American Luxury Cars			
Easy to get repairs done	62%	14%	+48%
Roomy	65	28	+37
Family car	51	15	+36
Good warranty	58	25	+33
Comfortable ride	75	50	+25
Practical	34	11	+23
Economical to maintain	35	12	+23
Economical to buy	27	7	+20
Quiet for passenger	55	41	+14
Good value for the money	36	24	+12
Luxurious interior	56	44	+12
Good gas mileage	29	18	+11
Conservative styling	26	23	+3
Attractive styling	51	48	+3
Safety	51	49	+2
Associated More With European Luxury Cars			
Resale value	22%	60%	-38%
Hand-crafted	6	41	-35
Well-engineered	34	64	-30
High quality	30	57	-27
Prestigious	28	54	-26
Hugs the road	23	49	-26
High performance	23	47	-24
Well-constructed	37	61	-24
Exciting	15	35	-20
Acceleration	26	42	-16
Sporty styling	14	29	-15
Speed/power	35	48	-13
Technologically advanced	31	44	-13
Advanced styling	20	30	-10
Handles easily	40	50	-10
Strong body	37	46	-9
Innovative	15	24	-9
Elegant styling	32	39	-7
Reliable	39	44	-5

PRODUCT IMAGES OF AMERICAN VS. JAPANESE LUXURY CARS

	American Luxury Cars (790)	Japanese Luxury Cars (790)	American Vs. Japanese Luxury Cars
Associated More With American Luxury Cars			
Roomy	65%	13%	+52%
Comfortable ride	75	38	+37
Family car	51	16	+35
Luxurious interior	56	21	+35
Easy to get repairs done	62	27	+35
Good warranty	58	28	+30
Quiet for passengers	55	26	+29
Safety	51	29	+22
Elegant styling	32	12	+20
Strong body	37	19	+18
Prestigious	28	11	+17
Attractive styling	51	35	+16
Conservative styling	26	13	+13
Speed/power	35	25	+10
Practical	34	25	+9
Acceleration	26	23	+3
Economical to maintain	35	32	+3
Exciting	15	14	+1
Associated More With Japanese Luxury Cars			
Good gas mileage	29%	50%	-21%
Resale value	22	41	-19
Well-engineered	34	52	-18
Technologically advanced	31	48	-17
High quality	30	47	-17
Reliable	39	55	-16
Well-constructed	37	53	-16
Innovative	15	30	-15
Sporty styling	14	26	-12
Good value for the money	36	46	-10
High performance	23	29	-6
Hugs the road	23	28	-5
Advanced styling	20	24	-4
Handles easily	40	44	-4
Economical to buy	27	29	-2
Hand-crafted	6	7	-1

PRODUCT IMAGES OF EUROPEAN VS. JAPANESE LUXURY CARS

	European Luxury Cars (790)	Japanese Luxury Cars (790)	European Vs. Japanese Luxury Cars
Associated More With European Luxury Cars			
Prestigious	54%	11%	+43%
Hand-crafted	41	7	+34
Elegant styling	39	12	+27
Strong body	46	19	+27
Luxurious interior	44	21	+23
Speed/power	48	25	+23
Exciting	35	14	+21
Hugs the road	49	28	+21
Safety	49	29	+20
Acceleration	42	23	+19
Resale value	60	41	+19
High performance	47	29	+18
Roomy	28	13	+15
Quiet for passenger	41	26	+15
Attractive styling	48	35	+13
Comfortable ride	50	38	+12
Well-engineered	64	52	+12
Conservative styling	23	13	+10
High quality	57	47	+10
Well-constructed	61	53	+8
Handles easily	50	44	+6
Advanced styling	30	24	+6
Sporty styling	29	26	+3
Associated More With Japanese Luxury Cars			
Good gas mileage	18%	50%	-32%
Good value for the money	24	46	-22
Economical to buy	7	29	-22
Economical to maintain	12	32	-20
Practical	11	25	-14
Easy to get repairs done	14	27	-13
Reliable	44	55	-11
Innovative	24	30	-6
Technologically advanced	44	48	-4
Good warranty	25	28	-3
Family car	15	16	-1

Customer Images Of American, European And Japanese Luxury Cars

Car owners were given a list of 30 personality traits and asked to indicate which traits they think others would apply to them if they were to buy a new American luxury car, a new European luxury car, and a new Japanese luxury car.

The findings indicate that -- whether they buy an American luxury car, a European luxury car or a Japanese luxury car -- the most widespread impression that would be created by the purchase of any of these luxury cars is that the buyer is successful. In other respects, however, the kinds of impressions that they think would be created differ for American, European and Japanese luxury cars.

According to those surveyed, the following are the dominant impressions that car owners believe would result from buying different types of luxury cars:

- An American luxury car communicates the idea that its owner is successful, traditional, responsible, conservative, conventional, and affluent.

- A European luxury car gets across the idea that its owner is successful, affluent, sophisticated, self-indulgent, a leader, ambitious, and fashionable.

- A Japanese luxury car conveys the idea that its owner is successful, practical, responsible, youthful, and intelligent. Images of the owners of Japanese luxury cars are less focussed than images of the owners of American and, particularly, European luxury cars.

MOST COMMON CUSTOMER IMAGES
OF AMERICAN, EUROPEAN AND JAPANESE LUXURY CARS

(Base: 790)

	American Luxury Car Customers		European Luxury Car Customers		Japanese Luxury Car Customers
Successful	47%	Successful	58%	Successful	26%
Traditional	41	Affluent	43	Practical	25
Responsible	35	Sophisticated	34	Responsible	22
Conservative	35	Self-indulgent	33	Youthful	20
Conventional	30	Leader	30	Intelligent	20
Affluent	26	Ambitious	30	Fun-oriented	19
Practical	25	Fashionable	30	Individualist	18
Formal	24	Powerful	29	Adventurous	18
Intelligent	21	Important	29	Contemporary	16
Leader	20	Cultured	29	Affluent	16
Important	20	Influential	28	Casual	15

CUSTOMER IMAGES OF AMERICAN LUXURY CARS

	Total (790)	Type Of Luxury Car Preferred		
		American (320)	European (114)	Japanese (73)
Successful	47%	57%	32%	35%
Traditional	41	40	46	47
Responsible	35	45	32	18
Conservative	35	32	40	36
Conventional	30	26	37	38
Affluent	26	30	24	21
Practical	25	30	19	20
Formal	24	23	27	26
Intelligent	21	32	12	9
Leader	20	27	14	8
Important	20	25	13	14
Elegant	19	23	16	17
Powerful	18	24	14	12
Influential	17	21	13	9
Fashionable	16	22	15	11
Sophisticated	15	22	12	7
Ambitious	15	22	11	9
Cultured	14	19	9	6
Contemporary	14	16	14	11
Self-indulgent	13	11	19	15
Attractive	13	16	12	8
Aggressive	11	15	11	8
Glamorous	11	12	10	12
Casual	10	11	10	6
Individualist	10	14	9	5
Adventurous	7	9	6	4
Fun-oriented	6	7	8	2
Youthful	5	7	6	3
Sexy	4	5	6	5
Rebellious	3	3	6	2

CUSTOMER IMAGES OF EUROPEAN LUXURY CARS

	Total (790)	Type Of Luxury Car Preferred		
		American (320)	European (114)	Japanese (73)
Successful	58%	47%	77%	66%
Affluent	43	39	50	48
Sophisticated	34	27	51	37
Self-indulgent	33	31	34	40
Leader	30	25	48	24
Ambitious	30	24	42	37
Fashionable	30	26	37	27
Powerful	29	24	40	27
Important	29	23	41	27
Cultured	29	23	39	31
Influential	28	25	34	20
Elegant	27	23	36	29
Intelligent	26	20	39	27
Aggressive	25	22	38	26
Responsible	22	21	36	15
Attractive	21	19	33	21
Glamorous	21	18	27	24
Sexy	20	17	27	29
Individualist	20	16	34	21
Formal	19	17	26	25
Adventurous	18	17	27	14
Fun-oriented	17	15	25	16
Contemporary	16	12	19	23
Youthful	12	9	17	15
Conservative	11	8	16	6
Traditional	10	7	16	12
Rebellious	7	7	8	8
Practical	7	5	11	8
Conventional	6	4	8	4
Casual	4	4	7	9

CUSTOMER IMAGES OF JAPANESE LUXURY CARS

	Total (790)	Type Of Luxury Car Preferred		
		American (320)	European (114)	Japanese (73)
Successful	26%	20%	20%	41%
Practical	25	18	33	46
Responsible	22	15	25	47
Youthful	20	19	25	17
Intelligent	20	9	26	53
Fun-oriented	19	16	22	20
Individualist	18	15	15	34
Adventurous	18	15	16	21
Contemporary	16	10	18	32
Affluent	15	12	16	21
Casual	15	11	23	23
Ambitious	13	9	12	14
Fashionable	13	11	15	14
Rebellious	13	15	13	9
Conservative	12	11	14	14
Attractive	11	9	11	17
Self-indulgent	10	9	9	8
Aggressive	9	7	9	12
Leader	9	7	6	10
Sophisticated	9	5	13	15
Important	8	5	8	8
Powerful	7	7	6	6
Influential	7	6	5	10
Cultured	7	3	6	6
Sexy	6	5	9	8
Traditional	6	2	10	13
Conventional	5	3	12	7
Elegant	5	4	5	7
Glamorous	4	3	4	4
Formal	3	3	4	2

Customer Image Differences Between Different Types Of Luxury Cars

Each of the three types of luxury cars -- American, European and Japanese -- is perceived as conveying a different "owner image" compared with the other two types of luxury cars.

- The following are the major "owner images" that car owners attribute more to American luxury cars than to European and Japanese luxury cars:

Owners of American cars more than owners of European cars:	Owners of American cars more than owners of Japanese cars:
Traditional	Traditional
Conservative	Conventional
Conventional	Conservative
Practical	Successful
Responsible	Formal

- The following are the key "owner images" that car owners associate more with European luxury cars than with American and Japanese luxury cars:

Owners of European cars more than owners of American cars:	Owners of European cars more than owners of Japanese cars:
Self-indulgent	Successful
Sophisticated	Affluent
Affluent	Sophisticated
Sexy	Self-indulgent
Ambitious	Cultured
Cultured	Powerful

- The following are the major "owner images" that car owners attribute more to Japanese luxury cars than to American and European luxury cars:

Owners of Japanese cars more than owners of American cars:	Owners of Japanese cars more than owners of European cars:
Youthful	Practical
Fun-oriented	Casual
Adventurous	Youthful
Rebellious	Rebellious

CUSTOMER IMAGES OF AMERICAN VS. EUROPEAN LUXURY CARS

	American Luxury Cars (790)	European Luxury Cars (790)	American Vs. European Luxury Cars
Associated More With American Luxury Cars			
Traditional	41%	10%	+31%
Conservative	35	11	+24
Conventional	30	6	+24
Practical	25	7	+18
Responsible	35	22	+13
Casual	10	4	+6
Formal	24	19	+5
Associated More With European Luxury Cars			
Self-indulgent	13%	33%	-20%
Sophisticated	15	34	-19
Affluent	26	43	-17
Sexy	4	20	-16
Ambitious	15	30	-15
Cultured	14	29	-15
Fashionable	16	30	-14
Aggressive	11	25	-14
Successful	47	58	-11
Powerful	18	29	-11
Influential	17	28	-11
Adventurous	7	18	-11
Fun-oriented	6	17	-11
Leader	20	30	-10
Glamorous	11	21	-10
Individualist	10	20	-10
Important	20	29	-9

CUSTOMER IMAGES OF AMERICAN VS. JAPANESE LUXURY CARS

	American Luxury Cars (790)	Japanese Luxury Cars (790)	American Vs. Japanese Luxury Cars
Associated More With American Luxury Cars			
Traditional	41%	6%	+35%
Conventional	30	5	+25
Conservative	35	12	+23
Successful	47	26	+21
Formal	24	3	+21
Elegant	19	5	+14
Responsible	35	22	+13
Important	20	8	+12
Affluent	26	15	+11
Leader	20	9	+11
Powerful	18	7	+11
Influential	17	7	+10
Cultured	14	7	+7
Glamorous	11	4	+7
Sophisticated	15	9	+6
Fashionable	16	13	+3
Self-indulgent	13	10	+3
Attractive	13	11	+2
Ambitious	15	13	+2
Aggressive	11	9	+2
Intelligent	21	20	+1
Associated More With Japanese Luxury Cars			
Youthful	5%	20%	-15%
Fun-oriented	6	19	-13
Adventurous	7	18	-11
Rebellious	3	13	-10
Individualist	10	18	-8
Casual	10	15	-5
Contemporary	14	16	-2
Sexy	4	6	-2
Equally Associated			
Practical	25	25	0%

CUSTOMER IMAGES OF EUROPEAN VS. JAPANESE LUXURY CARS

	European Luxury Cars (790)	Japanese Luxury Cars (790)	European Vs. Japanese Luxury Cars
Associated More With European Luxury Cars			
Successful	58%	26%	+32%
Affluent	43	15	+28
Sophisticated	34	9	+25
Self-indulgent	33	10	+23
Cultured	29	7	+22
Powerful	29	7	+22
Elegant	27	5	+22
Influential	28	7	+21
Important	29	8	+21
Leader	30	9	+21
Glamorous	21	4	+17
Ambitious	30	13	+17
Fashionable	30	13	+17
Aggressive	25	9	+16
Formal	19	3	+16
Sexy	20	6	+14
Attractive	21	11	+10
Intelligent	26	20	+6
Traditional	10	6	+4
Individualist	20	18	+2
Conventional	6	5	+1
Associated More With Japanese Luxury Cars			
Practical	7%	25%	-18%
Casual	4	15	-11
Youthful	12	20	-8
Rebellious	7	13	-6
Fun-oriented	17	19	-2
Conservative	11	12	-1
Equally Associated			
Responsible	22	22	0%
Adventurous	18	18	0
Contemporary	16	16	0

Car And Driving Orientations

Car owners were provided with a list of statements that describe how people might feel about cars and driving cars. In some respects, those who prefer American, European and Japanese luxury cars all have similar driving orientations. For example, sizeable numbers in all three groups report that they enjoy driving cars and they would rather drive a car than be a passenger.

In other respects, however, those who prefer different types of luxury cars have different car and driving orientations. Specifically, those who prefer European luxury cars have different orientations than those who prefer American and Japanese luxury cars.

- Car owners who prefer European luxury cars are more likely than car owners who prefer American and Japanese luxury cars to report that: "I'd love to have a $50,000 car," The car that a person drives says a lot about the person," "I like to drive fast," "I'm a car buff," and "I appreciate the racing heritage of a car."

	Type Of Luxury Car Preferred		
	American Luxury Car	European Luxury Car	Japanese Luxury Car
"I'd love to have a $50,000 car"	25%	(45%)	33%
"The car that a person drives says a lot about the person"	34	(41)	28
"I like to drive fast"	21	(35)	27
"I'm a car buff"	15	(24)	19
"I appreciate the racing heritage of a car"	11	(17)	12

- By contrast, those who prefer American and Japanese luxury cars are more apt than those who prefer European luxury cars to report that: "I'm a very careful driver," "I just view cars as basic transportation," and "I think that most expensive cars are rip-offs."

	Type Of Luxury Car Preferred		
	American Luxury Car	European Luxury Car	Japanese Luxury Car
"I'm a very careful driver"	53%	34%	53%
"I just view cars as basic transportation"	28	15	31
"I think that most expensive cars are rip-offs"	22	10	30

These findings suggest that those who prefer European luxury cars are more involved with cars -- and derive greater ego gratification from cars -- than those who prefer American and Japanese cars.

CAR AND DRIVING ORIENTATIONS

	Total (790)	Type Of Luxury Car Preferred		
		American (320)	European (114)	Japanese (73)
I'd rather drive a car than be a passenger	65%	69%	63%	63%
I enjoy driving	62	62	67	67
I get impatient when I'm stuck behind a slow car	50	49	56	53
I'm a very careful driver	47	53	34	53
I like having a car that's not owned by too many other people	36	34	35	41
The car that a person drives says a lot about the person	34	34	41	28
I'd love to have a $50,000 car	31	25	45	33
I like to drive fast	26	21	35	27
I just view cars as basic transportation	26	28	15	31
I think that most expensive cars are rip-offs	23	22	10	30
I know a lot about cars	20	21	19	20
I like looking at advertising for automobiles	19	18	19	23
I'm a car buff	16	15	24	19
I appreciate the racing heritage of a car	13	11	17	12
I like to buy new models of cars when they first come out	8	10	9	5

Lifestyle Orientations

Car owners were provided with a list of lifestyle statements and were asked to indicate the statements that applied to them. Car owners who prefer different types of luxury cars have different lifestyle orientations.

As shown below, those who prefer American luxury cars have a much stronger preference for buying American-made products and are more mechanically-minded, those who prefer European luxury cars are more status-conscious and culture-oriented, and those who prefer Japanese luxury cars are more travel-oriented.

The differences in lifestyle orientations of those who prefer American, European and Japanese cars are, in part, a reflection of the demographic differences among the three segments. (See the earlier section on demographic characteristics.)

	Type Of Luxury Car Preferred		
	American Luxury Car	European Luxury Car	Japanese Luxury Car
More Associated With Those Who Prefer American Luxury Cars:			
"I make an effort to 'buy American'"	(85%)	24%	18%
"I'm good at mechanical things"	(42)	33	39
More Associated With Those Who Prefer European Luxury Cars:			
"I like to eat in the best restaurants"	65	(74)	54
"I like to stay in the best hotels"	58	(69)	51
"I enjoy eating French foods"	38	(58)	48
"I enjoy operas or concerts"	42	(55)	41
"I belong to a private club"	33	(43)	21
"I enjoy ballet"	21	(30)	24
"I have my suits custom-tailored"	12	(26)	7
More Associated With Those Who Prefer Japanese Luxury Cars:			
"I've traveled to Europe"	47	56	(62)
"I enjoy rock music"	26	39	(43)
"I've traveled to Japan"	21	21	(33)

LIFESTYLE ORIENTATIONS

	Total (790)	Type Of Luxury Car Preferred		
		American (320)	European (114)	Japanese (73)
I enjoy American movies	77%	73%	82%	71%
I like to eat in the best restaurants	61	65	74	54
I make an effort to "buy American"	55	85	24	18
I like to stay in the best hotels	53	58	69	51
I've traveled to Europe	52	47	56	62
I enjoy operas or concerts	46	42	55	41
I enjoy eating French food	44	38	58	48
I'm good at mechanical things	40	42	33	39
I enjoy eating Japanese food	38	29	47	46
I enjoy rock music	34	26	39	43
I belong to a private club	32	33	43	21
I enjoy foreign movies	25	17	32	33
I enjoy ballet	24	21	30	24
I enjoy wearing designer clothes	24	21	33	32
I've traveled to Japan	22	21	21	33
I like to wear the latest fashions	22	21	26	22
I have my suits custom-tailored	15	12	26	7

Changes In Media Habits

Car owners were asked whether their media habits have changed in the past few years.

They report that they are reading magazines and newspapers (particularly magazines) more often now; listening to the radio about as often; and watching television less often now than they did a few years ago.

These patterns hold across all groups studied -- i.e., those who prefer to buy American luxury cars, those who prefer to buy European luxury cars, and those who prefer to buy Japanese luxury cars.

CHANGES IN MEDIA HABITS
NOW VS. A FEW YEARS AGO

	Reading Magazines	Reading Newspapers	Listening To Radio	Watching Television
Exposed To This Medium:				
More now	53%	42%	25%	20%
Less now	8	9	23	42
More now vs. less now	+45	+33	+2	-22

CHANGES IN MEDIA HABITS
NOW VS. A FEW YEARS AGO

	Total (790)	Type Of Luxury Car Preferred		
		American (320)	European (114)	Japanese (73)
Reading Magazines				
More	53%	55%	59%	61%
Less	8	9	10	3
More vs. less	+45	+46	+49	+58
Reading Newspapers				
More	42%	47%	45%	35%
Less	9	8	7	16
More vs. less	+33	+39	+38	+19
Listening To Radio				
More	25%	25%	28%	19%
Less	23	25	21	23
More vs. less	+2	0	+7	-4
Watching TV				
More	20%	27%	17%	12%
Less	42	39	49	36
More vs. less	-22	-12	-32	-24

APPENDIX A

CHARACTERISTICS OF THE SAMPLES

CHARACTERISTICS OF THE TELEPHONE SAMPLE

NUMBER OF CARS IN HOUSEHOLD

	Total (100)
1 car	16%
2 cars	46
3 cars	23
4 or more cars	15
Average number of cars	2.4

WHEN LAST CAR WAS BOUGHT OR LEASED

	Total (100)
1 year ago or less	55%
2 years ago	24
3 to 4 years ago	15
5 years ago or more	6

COST OF LAST CAR BOUGHT OR LEASED

	Total (100)
Under $10,000	9%
$10,000 - $14,999	26
$15,000 - $19,999	28
$20,000 - $24,999	14
$25,000 - $29,999	10
$30,000 - $39,999	3
$40,000 or more	6
Don't know	4
Average (in thousands)	$19.0
Median (in thousands)	$17.2

MAKES/MODELS OF CARS IN HOUSEHOLD

	Total (100)
American cars	**75%**
Chevrolet	32
Oldsmobile	16
Buick	14
Cadillac	12
Ford	12
Lincoln	11
Chrysler	7
GMC	7
Mercury	7
Pontiac	7
Dodge	6
Plymouth	4
Imported cars	**55**
European cars	**28**
BMW	10
Mercedes-Benz	6
Volvo	5
Audi	4
Jaguar	4
Saab	3
MGB	3
Volkswagen	2
Peugeot	1
Porsche	1
Maserati	1
Range Rover	1
Japanese cars	**38**
Toyota	18
Nissan	18
Honda	17
Subaru	5
Acura	4
Mazda	3
Mitsubishi	3
Isuzu	2
Other imported cars	1

DEMOGRAPHIC CHARACTERISTICS

	Total (100)
Sex	
Male	64%
Female	36
Age	
34 years or less	14%
35-49 years	49
50-64 years	27
65 years or more	10
Marital Status	
Married	81%
Not married	19
No. Of People In Household	
1-2 people	46%
3-4 people	40
5 or more people	14
Education	
Completed high school or less	7%
Some college	20
Completed college	73
Household Income	
$50,000 - $74,999	34%
$75,000 - $99,999	37
$100,000 or more	29
Average $ (in thousands)	$102
Region	
Northeast	27%
Midwest	22
South	29
West	22

CHARACTERISTICS OF THE MAILED SAMPLE

NUMBER OF CARS OWNED OR LEASED

	Total (790)
1 car	21%
2 cars	47
3 cars	20
4 or more cars	12
Average number of cars	2.2

COST OF CARS CURRENTLY OWNED OR LEASED

	Total (790)
Under $10,000	37%
$10,000 - $19,999	68
$20,000 - $29,999	28
$30,000 - $39,999	7
$40,000 or more	6
Don't know/no answer	3
Average $ (in thousands)	$16.7

MAKES OF CARS CURRENTLY OWNED OR LEASED

	Total (790)
American cars	79%
Chevrolet	22
Ford	21
Oldsmobile	14
Buick	13
Cadillac	10
Pontiac	8
Dodge	7
Mercury	6
Lincoln	5
Jeep	5
Chrysler	5
Plymouth	4
GMC	3
American Motors	1
Other American cars	1
Imported cars	50
European cars	26
Mercedes-Benz	6
BMW	5
Volvo	4
Audi	3
Porsche	2
Volkswagen	2
Jaguar	2
Saab	2
MG	1
Peugeot	1
Renault	1
Fiat	1
Ferrari	1
Other European cars	2

(Continued)

MAKES OF CARS CURRENTLY OWNED OR LEASED

(Continued)

	Total (790)
Japanese cars	33%
Toyota	11
Nissan/Datsun	9
Honda	9
Mazda	4
Acura	2
Subaru	2
Isuzu	1
Other Japanese cars	*
Other imported cars	1

* Less than 0.5 percent

DEMOGRAPHIC CHARACTERISTICS

	Total (790)
Sex	
Men	81%
Women	19
Age	
34 years or under	28%
35-49 years	35
50-64 years	23
65 years and over	14
Marital Status	
Married	73%
Not married	27
No. Of People In Household	
1-2 people	57%
3-4 people	35
5 or more people	8
Education	
Completed high school or less	7%
Some college	18
Completed college	31
Some graduate work	17
Graduate degree	27
Household Income	
Under $25,000	7%
$25,000 - $49,999	21
$50,000 - $99,999	37
$100,000 - $199,999	24
$200,000 or more	11
Average $ (in thousands)	$94
Region	
Northeast	24%
Midwest	23
South	30
West	23

APPENDIX B

SURVEY MATERIALS

Pulse On America, Inc.
Great Neck, NY 11021

JOB# 001-044
December, 1988

CAR SURVEY

Screener

(ASK TO SPEAK WITH THE PERSON IN THE HOUSEHOLD WHO IS THE PRIMARY READER OF FORTUNE MAGAZINE.)

Hello, my name is _____ from Pulse On America, a national research firm located in New York. We have been asked by Fortune Magazine to conduct a survey about people's attitudes towards cars. We would just like to ask you a few short questions. It will only take a few minutes of your time. The results are strictly confidential — your name will not be connected with your answers. We would just like you to be completely honest.

A. Do you or any other people in your household own or lease a car?

[ ] Yes — CONTINUE
[ ] No — TERMINATE WITH THANKS

B. How influential were you in the decision to purchase or lease the very last car you or others in your household bought or leased? Would you say you were ...

READ:
[ ] Very influential — CONTINUE
[ ] Fairly influential — CONTINUE

[ ] Not too influential — TERMINATE WITH THANKS
[ ] Not influential at all — TERMINATE WITH THANKS
[ ] (DO NOT READ) No idea at all — TERMINATE WITH THANKS

C. Was this last car bought new, used or was it leased?

[ ] New — CONTINUE
[ ] Used — TERMINATE WITH THANKS
[ ] Leased - CONTINUE

D. What was your total household income before taxes from all sources, in the past 12 months? Was it ...

READ:
[ ] Under $50,000 — TERMINATE WITH THANKS

OR

READ:
[ ] $50,000 or over ... Is that? ...
READ:
[ ] $50,000 to under $74,999 — CONTINUE
[ ] $75,000 to under $99,999 — CONTINUE
[ ] $100,000 to under $149,999 — CONTINUE
[ ] $150,000 to under $199,999 — CONTINUE
[ ] $200,000 or over — CONTINUE
[ ] (DO NOT READ) Refused — CONTINUE

[ ] (DO NOT READ) Refused — TERMINATE WITH THANKS

Pulse On America, Inc.
Great Neck, NY 11021

JOB# 001-044/2
December, 1988

CAR SURVEY

Main Questionnaire

1. How many cars are owned or leased by you or others in your household?

[ ] 1 car — SKIP TO Q.3

[ ] 2 cars
[ ] 3 cars
[ ] 4 cars
[ ] 5 or more cars

CONTINUE

2. What are the makes, models and years of the cars owned or leased by you or others in your household? For example, MAKE: PONTIAC/MODEL: FIREBIRD/YEAR: 1986. (INTERVIEWER NOTE: MAKE SURE THAT THE NUMBER OF CARS HERE CORRESPONDS TO THE ANSWER IN Q.1)

MAKE:_____/MODEL:_____/YEAR: 19_____

MAKE:_____/MODEL:_____/YEAR: 19_____

MAKE:_____/MODEL:_____/YEAR: 19_____

MAKE:_____/MODEL:_____/YEAR: 19_____

3. Now thinking about the last car you or others in your household purchased or leased, what make, model and year was it?

MAKE:_____/MODEL:_____/YEAR: 19_____

4. About how long ago was it bought or leased? (READ ONLY IF NECESSARY).

[ ] 1 year ago or less
[ ] 2 years ago
[ ] 3 years ago
[ ] 4 years ago
[ ] 5 years ago or more

[ ] (DO NOT READ) — No idea at all

5. About how much did this car cost? (READ ONLY IF NECESSARY).

[ ] Under $10,000
[ ] $10,000 - $14,999
[ ] $15,000 - $19,999
[ ] $20,000 - $24,999
[ ] $25,000 - $29,999
[ ] $30,000 - $34,999
[ ] $35,000 - $39,999
[ ] $40,000 - $44,999
[ ] $45,000 - $49,999
[ ] $50,000 - $59,999
[ ] $60,000 or more

[ ] (DO NOT READ) — No idea at all

6. When do you or others in your household expect to buy or lease your next car? Would you say ...

READ:
[ ] Within the next 12 months
[ ] 1 to 2 years from now
[ ] 3 to 4 years from now
[ ] 5 or more years from now

[ ] (DO NOT READ) — No idea at all

7. About how much do you think this next car will cost? (READ ONLY IF NECESSARY).

[ ] Less than $10,000
[ ] $10,000 - $14,999
[ ] $15,000 - $19,999
[ ] $20,000 - $24,999
[ ] $25,000 - $29,999
[ ] $30,000 - $34,999
[ ] $35,000 - $39,999
[ ] $40,000 - $44,999
[ ] $45,000 - $49,999
[ ] $50,000 - $59,999
[ ] $60,000 or more
[ ] (DO NOT READ) — No idea at all

INTERVIEWER NOTE: IF THE RESPONDENT MENTIONS CARS THAT ARE ASTERISKED AND MENTIONS A MODEL THAT IS NOT SPECIFIED, "X" IT AS OTHER AND SPECIFY THAT MODEL. IF THE RESPONDNET DOES NOT MENTION A MODEL FOR ASTERISKED CARS, PROBE FOR MODEL. ALL CARS THAT ARE NOT ASTERISKED CAN BE "X'ED" AS IS, EVEN IF RESPONDENT MENTIONS A SPECIFIC MODEL. E.G. CADILLAC SEVILLE IS O.K. TOYOTA CAMRY IS NOT.

8.A. Some cars are considered luxury cars. When you think of luxury cars, which ones come to mind? PROBE: Any others? **(DO NOT READ LIST. RECORD ANSWERS IN COLUMN "8A").**

B. **(FOR THOSE CARS NOT "X'D IN COLUMN "8A", ASK:)** I am going to read you a list of cars. For each, please tell me whether you have heard of that car. **(READ LIST NOT "X'D" IN COLUMN "8A" AND RECORD ANSWERS IN COLUMN "8B").**

C. **(FOR EACH CAR "X'D" IN COLUMN "8B", ASK:)** Do you consider (READ CAR) to be a luxury car? **(RECORD ANSWERS IN COLUMN "8C").**

D. Considering all of the cars that you mentioned and that I mentioned, and speaking realistically, if you or other members of your household were seriously in the market for a luxury car now, which car would be your first choice? **(RECORD A "1" IN COLUMN "8D" BESIDE THE CAR).** And which car would be your second choice? **(RECORD A "2" IN COLUMN "8D" BESIDE THE CAR).** And which car would be your third choice? **(RECORD A "3" IN COLUMN "8D" BESIDE THE CAR).**

	COLUMN 8A Unaided Luxury Status	COLUMN 8B Aided Awareness	COLUMN 8C Aided Luxury Status	COLUMN 8D Luxury Car Preference
* Acura Legend (AK-YER-RA)	[ ]	[ ]	[ ]	_____
Alfa Romeo (RO-MAYO)	[ ]	[ ]	[ ]	_____
Audi (AW-DEE)	[ ]	[ ]	[ ]	_____
Bentley	[ ]	[ ]	[ ]	_____
BMW	[ ]	[ ]	[ ]	_____
* Buick Electra	[ ]	[ ]	[ ]	_____
* Buick Park Avenue	[ ]	[ ]	[ ]	_____
Cadillac	[ ]	[ ]	[ ]	_____
* Chrysler New Yorker	[ ]	[ ]	[ ]	_____
* Dodge Dynasty	[ ]	[ ]	[ ]	_____
* Eagle Premier	[ ]	[ ]	[ ]	_____
* Ford Crown Victoria	[ ]	[ ]	[ ]	_____
Infiniti (IN-FIN-A-TEE)	[ ]	[ ]	[ ]	_____
Jaguar	[ ]	[ ]	[ ]	_____
* Jeep Wagoneer/Grand Wagoneer	[ ]	[ ]	[ ]	_____
Lexus (LEKS-US)	[ ]	[ ]	[ ]	_____
Lincoln	[ ]	[ ]	[ ]	_____
Maserati (MAZ-A-ROT-EE)	[ ]	[ ]	[ ]	_____
* Mazda 929	[ ]	[ ]	[ ]	_____
Mercedes	[ ]	[ ]	[ ]	_____
* Mercury Grand Marquis (MAR-KEY)	[ ]	[ ]	[ ]	_____
* Mitsubishi Sigma	[ ]	[ ]	[ ]	_____
* Nissan Maxima	[ ]	[ ]	[ ]	_____
* Oldsmobile Ninety-Eight	[ ]	[ ]	[ ]	_____
Peugeot (POO-SHOW)	[ ]	[ ]	[ ]	_____
* Pontiac Bonneville	[ ]	[ ]	[ ]	_____
Porsche	[ ]	[ ]	[ ]	_____
Range Rover	[ ]	[ ]	[ ]	_____
Renault (RA-NO)	[ ]	[ ]	[ ]	_____
Rolls Royce	[ ]	[ ]	[ ]	_____
Saab (SOB)	[ ]	[ ]	[ ]	_____
Sterling	[ ]	[ ]	[ ]	_____
* Toyota Cressida (KRESS-A-DA)	[ ]	[ ]	[ ]	_____
Volvo	[ ]	[ ]	[ ]	_____
Other (SPECIFY): _____	[ ]		[ ]	_____
Other (SPECIFY): _____	[ ]		[ ]	_____
Other (SPECIFY): _____	[ ]		[ ]	_____
Other (SPECIFY): _____	[ ]		[ ]	_____

9. What characteristics do you think set luxury cars apart from other cars? PROBE: Anything else?

_____

_____

_____

[ ] (DO NOT READ) — No idea at all

10. In your opinion, what would a car have to cost to be considered a luxury car? (READ ONLY IF NECESSARY.)

[ ] Less than $10,000
[ ] $10,000 - $14,999
[ ] $15,000 - $19,999
[ ] $20,000 - $24,999
[ ] $25,000 - $29,999
[ ] $30,000 - $34,999
[ ] $35,000 - $39,999
[ ] $40,000 - $44,999
[ ] $45,000 - $49,999
[ ] $50,000 - $59,999
[ ] $60,000 or more
[ ] (DO NOT READ) — No idea at all

11. Do you consider the last car you or others in your household purchased or leased to be a luxury car?

[ ] Yes
[ ] No

12. How likely is it that the next car you buy or lease will be a luxury car? Would you say ...
READ:
[ ] Very likely
[ ] Fairly likely
[ ] Not too likely
[ ] Not likely at all
[ ] (DO NOT READ) — No idea at all

13a. Let's assume that there were American (domestic) luxury cars, European luxury cars, and Japanese luxury cars. If you had a choice, which would you prefer most — an American luxury car, a European luxury car, or a Japanese luxury car?

[ ] American
[ ] European
[ ] Japanese
] ASK Q.13b

[ ] (DO NOT READ) — No idea at all/No preference. SKIP TO Q.14a

13b. Why is that? PROBE.

_____

_____

_____

[ ] (DO NOT READ) — No idea at all

14a. Which would you prefer least — an American (domestic) luxury car, a European luxury car, or a Japanese luxury car?

[ ] American
[ ] European
[ ] Japanese
] ASK Q.14b

[ ] (DO NOT READ) — No idea at all/No preference. SKIP TO Q.15

14b. Why is that? PROBE.

_____

_____

_____

[ ] (DO NOT READ) — No idea at all

15. Different types of people might buy different types of luxury cars.

a. What types of people do you think would be more apt to buy an American (domestic) luxury car?

_____

_____

_____

[ ] (DO NOT READ) — No idea at all

b. What types of people do you think would be more apt to buy a European luxury car?

_____

_____

_____

[ ] (DO NOT READ) — No idea at all

c. What types of people do you think would be more apt to buy a Japanese luxury car?

_____

_____

_____

[ ] (DO NOT READ) — No idea at all

16. Now let's talk about one type of luxury car: a Japanese luxury car. When you think of Japanese luxury cars, which ones, if any, come to mind?

_____

_____

_____

[ ] (DO NOT READ) — No idea at all
[ ] (DO NOT READ) — There are no Japanese luxury cars

17. Let's suppose that a Japanese manufacturer came out with a new luxury car. I'd like you to use your imagination and speculate how a new Japanese luxury car might differ from other luxury cars. PROBE: How else might a Japanese luxury car differ from other luxury cars?

_____

_____

_____

[ ] (DO NOT READ) — No idea at all

18. Overall, do you think a Japanese luxury car would be better than, the same as or not as good as an American luxury car?

[ ] Better
[ ] The same as
[ ] Not as good as
[ ] (DO NOT READ) — No idea at all

19a. Thinking specifically, in what ways might a Japanese luxury car be better than an American luxury car?

_____

_____

_____

[ ] (DO NOT READ) — No idea at all

19b. In what ways might a Japanese luxury car be not as good as an American luxury car?

_____

_____

_____

[ ] (DO NOT READ) — No idea at all

20. Overall, do you think a Japanese luxury car would be better than, the same as or not as good as a European luxury car?

[ ] Better
[ ] The same as
[ ] Not as good as
[ ] (DO NOT READ) — No idea at all

21a. Thinking specifically, in what ways might a Japanese luxury car be better than a European luxury car?

_____

_____

_____

[ ] (DO NOT READ) — No idea at all

21b. In what ways might a Japanese luxury car be not as good as a European luxury car?

_____

_____

_____

[ ] (DO NOT READ) — No idea at all

22a. If the Japanese came out with a new luxury car, do you think it would be ...

READ:
[ ] Very successful
[ ] Fairly successful
[ ] Not too successful
[ ] Not successful at all

[ ] (DO NOT READ) — No idea at all — SKIP TO Q.23

22b. Why is that? PROBE: Any other reasons?

_____

_____

_____

[ ] (DO NOT READ) — No idea at all

23. Now I'd like you to complete this sentence: "I'd be more likely to buy a Japanese luxury car if ..."

_____

_____

_____

[ ] (DO NOT READ) -- No idea at all

24. Now a few questions about yourself for classification purposes only:

a. What is your age?

[ ] 34 years or under
[ ] 35 - 49 years
[ ] 50 - 64 years
[ ] 65 years and over

b. What is your marital status?

[ ] Single (never married)
[ ] Married
[ ] Divorced
[ ] Separated
[ ] Widowed

c. How many people are there living in your household, including yourself?

[ ] 1 person
[ ] 2 people
[ ] 3 people
[ ] 4 people
[ ] 5 or more people

d. What is the highest level of education you have attained?

[ ] Grade school or less
[ ] Some high school
[ ] Graduated high school
[ ] Some college
[ ] Graduated college
[ ] Some graduate work
[ ] Graduate degree

e. INTERVIEWER INDICATE:

[ ] Male
[ ] Female

f. INTERVIEWER RECORD STATE: _____
(DO NOT ABBREVIATE)

THANK YOU VERY MUCH!

RESPONDENT'S NAME: _____ INTERVIEWER: _____

ADDRESS: _____ VERIFIED BY: _____

_____ TIME START: _____

PHONE #: ( ) _____ TIME FINISH: _____

DAY OF INTERVIEW: [ ] MONDAY [ ] TUESDAY [ ] WEDNESDAY [ ] THURSDAY
[ ] FRIDAY [ ] SATURDAY [ ] SUNDAY

LIST: [ ] NEW [ ] RENEW

FORTUNE

James B. Hayes
Publisher

December, 1988

Dear Subscriber:

WOULD YOU DO US A FAVOR?

We are conducting a nationwide survey on people's attitudes towards cars. We are turning to you for help so that we can understand and serve **your** automotive needs better.

Please have the person in your household who is the **primary reader of FORTUNE** fill out the enclosed questionnaire.

Because we are sending this survey only to a scientifically selected sample, your answers are essential to the accuracy of this study. Of course, all answers will be kept completely confidential.

Each response is extremely important to the survey results. I hope that you will take a few minutes now to complete the questionnaire and return it to us in the enclosed stamped envelope.

Thank you for your help with this important project.

Cordially,

James B. Hayes
Publisher

P.S. The enclosed dollar bill is only a token of our appreciation. It might brighten the day of a youngster you know.

CAR SURVEY

1. Do you or any other people in your household own or lease a car?

   7-1 ☐ Yes
   -2 ☐ No → IF **NO**, PLEASE SKIP TO **QUESTION 14.**

2. How many cars are owned or leased by you or others in your household?

   8-1 ☐ 1 car
   -2 ☐ 2 cars
   -3 ☐ 3 cars
   -4 ☐ 4 or more cars

3. What are the makes, models and years of the cars owned or leased by you or others in your household? (FOR EXAMPLE, MAKE: PONTIAC/MODEL: FIREBIRD/YEAR: 1986)

   MAKE: _____ /MODEL: _____ /YEAR: 19 _____ (9-11) 12-
   MAKE: _____ /MODEL: _____ /YEAR: 19 _____ (13-15) 16-
   MAKE: _____ /MODEL: _____ /YEAR: 19 _____ (17-19) 20-
   MAKE: _____ /MODEL: _____ /YEAR: 19 _____ (21-23) 24-
   MAKE: _____ /MODEL: _____ /YEAR: 19 _____ (25-27) 28-

4a. In Column 4a, please "X" the types of cars that you or others in your household **currently own or lease**. (PLEASE "X" ALL THAT APPLY UNDER COLUMN 4a.)

4b. In Column 4b, please "X" the types of cars that you or others in your household **will consider buying** the next time a car is purchased. (PLEASE "X" ALL THAT APPLY UNDER COLUMN 4b.)

	4a. Currently Own or Lease	4b. Will Consider Next Time
An American car costing under $10,000	29-1 ☐	31-1 ☐
An American car costing $10,000 - $19,999	-2 ☐	-2 ☐
An American car costing $20,000 - $29,999	-3 ☐	-3 ☐
An American car costing $30,000 - $39,999	-4 ☐	-4 ☐
An American car costing $40,000 - $49,999	-5 ☐	-5 ☐
An American car costing $50,000 or more	-6 ☐	-6 ☐
A European car costing under $10,000	-7 ☐	-7 ☐
A European car costing $10,000 - $19,999	-8 ☐	-8 ☐
A European car costing $20,000 - $29,999	-9 ☐	-9 ☐
A European car costing $30,000 - $39,999	-0 ☐	-0 ☐
A European car costing $40,000 - $49,999	-x ☐	-x ☐
A European car costing $50,000 or more	-y ☐	-y ☐
A Japanese car costing under $10,000	30-1 ☐	32-1 ☐
A Japanese car costing $10,000 - $19,999	-2 ☐	-2 ☐
A Japanese car costing $20,000 - $29,999	-3 ☐	-3 ☐
A Japanese car costing $30,000 - $39,999	-4 ☐	-4 ☐
A Japanese car costing $40,000 - $49,999	-5 ☐	-5 ☐
A Japanese car costing $50,000 or more	-6 ☐	-6 ☐

5. Please answer the following questions about the **last** car you or others in your household purchased or leased.

a. What **make, model** and **year** was it?

MAKE: _____/MODEL: _____/YEAR: 19 ____
(33-35) 36-

b. What type of car was it?

37-1 ☐ Sedan (4-door)
-2 ☐ Coupe (2-door)
-3 ☐ Sports car
-4 ☐ Convertible
-5 ☐ Station wagon
-6 ☐ Mini-van
-7 ☐ Other: _____
(PLEASE SPECIFY)

c. Was it bought new, used or was it leased?

38-1 ☐ New
-2 ☐ Used
-3 ☐ Leased

d. About how much did this car cost?

39-1 ☐ Under $10,000
-2 ☐ $10,000 - $14,999
-3 ☐ $15,000 - $19,999
-4 ☐ $20,000 - $24,999
-5 ☐ $25,000 - $29,999
-6 ☐ $30,000 - $34,999
-7 ☐ $35,000 - $39,999
-8 ☐ $40,000 - $44,999
-9 ☐ $45,000 - $49,999
-0 ☐ $50,000 - $59,999
-x ☐ $60,000 or over

e. About how long ago was it bought or leased?

40-1 ☐ 1 year ago or less
-2 ☐ 2 years ago
-3 ☐ 3 years ago
-4 ☐ 4 years ago
-5 ☐ 5 years ago or more

f. How satisfied were you or the purchaser with the dealer from whom this car was bought or leased?

41-1 ☐ Very satisfied
-2 ☐ Fairly satisfied
-3 ☐ Not too satisfied
-4 ☐ Not satisfied at all

g. How was this car financed? (PLEASE "X" AS MANY AS APPLY.)

42-1 ☐ Cash
-2 ☐ Loan
-3 ☐ Lease
-4 ☐ Trade-in
-5 ☐ Other: _____
(PLEASE SPECIFY)

6a. When this **last** car was bought or leased, which **one** of the following factors was decided upon **first**? (PLEASE "X" ONLY **ONE** FACTOR UNDER COLUMN 6a.)

b. Which **one** of the remaining factors was decided upon **second**? (PLEASE "X" ONLY **ONE** FACTOR UNDER COLUMN 6b.)

c. And finally, which **one** of the remaining factors was decided upon **third**? (PLEASE "X" ONLY **ONE** FACTOR UNDER COLUMN 6c.)

d. Considering each of the three factors "X'd" in Columns 6a, 6b and 6c, which **one** of these do you feel was the **most important**? (PLEASE "X" ONLY **ONE** OF THESE FACTORS UNDER COLUMN 6d.)

	6a First Decision	6b Second Decision	6c Third Decision	6d Most Important
The **type** of car — sedan, convertible, sports car, etc.	43-1 ☐	44-1 ☐	45-1 ☐	46-1 ☐
The **price** range of the car	-2 ☐	-2 ☐	-2 ☐	-2 ☐
The **size** of the car	-3 ☐	-3 ☐	-3 ☐	-3 ☐
Whether to buy a **domestic** car or an **imported** car	-4 ☐	-4 ☐	-4 ☐	-4 ☐
Whether to buy a **European** car or a **Japanese** car	-5 ☐	-5 ☐	-5 ☐	-5 ☐
The **country** of origin of the car	-6 ☐	-6 ☐	-6 ☐	-6 ☐
The **manufacturer** of the car	-7 ☐	-7 ☐	-7 ☐	-7 ☐
The specific **make** of the car	-8 ☐	-8 ☐	-8 ☐	-8 ☐
The specific **model** of the car	-9 ☐	-9 ☐	-9 ☐	-9 ☐
The **color** of the car	-0 ☐	-0 ☐	-0 ☐	-0 ☐
No idea at all	-x ☐	-x ☐	-x ☐	-x ☐

7. How likely are you to buy or lease a **luxury** car the next time you buy or lease a car?

47-1 ☐ Very likely
-2 ☐ Fairly likely
-3 ☐ Not too likely
-4 ☐ Not likely at all
-5 ☐ No idea at all

8. When you think of **luxury** cars, what are the first 3 luxury cars that come to mind?

#1 _____ (48-50)

#2 _____ (51-53)

#3 _____ (54-56)

9. Let's assume that three **new luxury cars** were introduced into the market: a new American luxury car, a new European luxury car, and a new Japanese luxury car. If you were buying a car, how likely would you be to consider buying **each** car? (PLEASE "X" **ONE** ANSWER IN EACH COLUMN.)

	A New American Luxury Car	A New European Luxury Car	A New Japanese Luxury Car
Definitely would consider it	57-1 ☐	58-1 ☐	59-1 ☐
Probably would consider it	-2 ☐	-2 ☐	-2 ☐
Might or might not consider it	-3 ☐	-3 ☐	-3 ☐
Probably would **not** consider it	-4 ☐	-4 ☐	-4 ☐
Definitely would **not** consider it	-5 ☐	-5 ☐	-5 ☐
No idea at all	-6 ☐	-6 ☐	-6 ☐

10. If you were buying a **luxury** car, which characteristics would be **most important** in deciding your choice of luxury cars? (PLEASE "X" AS MANY AS APPLY.)

60-1 ☐ Comfortable ride
-2 ☐ Resale value
-3 ☐ Well-constructed
-4 ☐ Attractive styling
-5 ☐ Speed/power
-6 ☐ Reliable
-7 ☐ Prestigious
-8 ☐ High performance
-9 ☐ Good value for the money
-0 ☐ Easy to get repairs done
-x ☐ Elegant styling
-y ☐ Economical to buy
61-1 ☐ Well-engineered
-2 ☐ Economical to maintain
-3 ☐ Exciting
-4 ☐ Good gas mileage
-5 ☐ Warranty
-6 ☐ Conservative styling

62-1 ☐ High quality
-2 ☐ Roomy
-3 ☐ Luxurious interior
-4 ☐ Handles easily
-5 ☐ Hand-crafted
-6 ☐ Sporty styling
-7 ☐ Strong body
-8 ☐ Advanced styling
-9 ☐ Hugs the road
-0 ☐ Technologically advanced
-x ☐ Family car
-y ☐ Practical
63-1 ☐ Acceleration
-2 ☐ Innovative
-3 ☐ Safety
-4 ☐ Quiet for passenger

-5 ☐ None of these

11. Buying a **luxury** car might affect how other people view you. Which of these **best describe** what you would like to convey about yourself if you bought a **luxury** car? (PLEASE "X" AS MANY AS APPLY.)

64-1 ☐ Successful
-2 ☐ Leader
-3 ☐ Responsible
-4 ☐ Sexy
-5 ☐ Aggressive
-6 ☐ Traditional
-7 ☐ Ambitious
-8 ☐ Contemporary
-9 ☐ Formal
-0 ☐ Fashionable
-x ☐ Important
-y ☐ Sophisticated
65-1 ☐ Attractive
-2 ☐ Intelligent
-3 ☐ Conservative
-4 ☐ Self-indulgent

66-1 ☐ Individualist
-2 ☐ Affluent
-3 ☐ Youthful
-4 ☐ Conventional
-5 ☐ Influential
-6 ☐ Practical
-7 ☐ Fun-oriented
-8 ☐ Casual
-9 ☐ Powerful
-0 ☐ Rebellious
-x ☐ Elegant
-y ☐ Glamorous
67-1 ☐ Cultured
-2 ☐ Adventurous

-3 ☐ None of these

12. If each of these luxury cars were introduced into the market, which characteristics do you think would be most apt to apply to each of them? (PLEASE "X" AS MANY AS APPLY IN EACH COLUMN.)

	A New American Luxury Car	A New European Luxury Car	A New Japanese Luxury Car
Comfortable ride	68-1☐	71-1☐	74-1☐
Resale value	-2☐	-2☐	-2☐
Well-constructed	-3☐	-3☐	-3☐
Attractive styling	-4☐	-4☐	-4☐
Speed/power	-5☐	-5☐	-5☐
Reliable	-6☐	-6☐	-6☐
Prestigious	-7☐	-7☐	-7☐
High performance	-8☐	-8☐	-8☐
Good value for the money	-9☐	-9☐	-9☐
Easy to get repairs done	-0☐	-0☐	-0☐
Elegant styling	-x☐	-x☐	-x☐
Economical to buy	-y☐	-y☐	-y☐
Well-engineered	69-1☐	72-1☐	75-1☐
Economical to maintain	-2☐	-2☐	-2☐
Exciting	-3☐	-3☐	-3☐
Good gas mileage	-4☐	-4☐	-4☐
Warrantee	-5☐	-5☐	-5☐
Conservative styling	-6☐	-6☐	-6☐
High quality	-7☐	-7☐	-7☐
Roomy	-8☐	-8☐	-8☐
Luxurious interiors	-9☐	-9☐	-9☐
Handles easily	-0☐	-0☐	-0☐
Hand-crafted	-x☐	-x☐	-x☐
Sporty styling	-y☐	-y☐	-y☐
Strong body	70-1☐	73-1☐	76-1☐
Advanced styling	-2☐	-2☐	-2☐
Hugs the road	-3☐	-3☐	-3☐
Technologically advanced	-4☐	-4☐	-4☐
Family car	-5☐	-5☐	-5☐
Practical	-6☐	-6☐	-6☐
Acceleration	-7☐	-7☐	-7☐
Innovative	-8☐	-8☐	-8☐
Safety	-9☐	-9☐	-9☐
Quiet for passenger	-0☐	-0☐	-0☐
None of these	-x☐	-x☐	-x☐

13. For each of these cars, please indicate what you think it would convey about you to other people if you bought that car. (PLEASE "X" AS MANY AS APPLY IN EACH COLUMN.)

	A New American Luxury Car	A New European Luxury Car	A New Japanese Luxury Car
Successful	7-1 ☐	10-1 ☐	13-1 ☐
Leader	-2 ☐	-2 ☐	-2 ☐
Responsible	-3 ☐	-3 ☐	-3 ☐
Sexy	-4 ☐	-4 ☐	-4 ☐
Aggressive	-5 ☐	-5 ☐	-5 ☐
Traditional	-6 ☐	-6 ☐	-6 ☐
Ambitious	-7 ☐	-7 ☐	-7 ☐
Contemporary	-8 ☐	-8 ☐	-8 ☐
Formal	-9 ☐	-9 ☐	-9 ☐
Fashionable	-0 ☐	-0 ☐	-0 ☐
Important	-x ☐	-x ☐	-x ☐
Sophisticated	-y ☐	-y ☐	-y ☐
Attractive	8-1 ☐	11-1 ☐	14-1 ☐
Intelligent	-2 ☐	-2 ☐	-2 ☐
Conservative	-3 ☐	-3 ☐	-3 ☐
Self-indulgent	-4 ☐	-4 ☐	-4 ☐
Individualist	-5 ☐	-5 ☐	-5 ☐
Affluent	-6 ☐	-6 ☐	-6 ☐
Youthful	-7 ☐	-7 ☐	-7 ☐
Conventional	-8 ☐	-8 ☐	-8 ☐
Influential	-9 ☐	-9 ☐	-9 ☐
Practical	-0 ☐	-0 ☐	-0 ☐
Fun-oriented	-x ☐	-x ☐	-x ☐
Casual	-y ☐	-y ☐	-y ☐
Powerful	9-1 ☐	12-1 ☐	15-1 ☐
Rebellious	-2 ☐	-2 ☐	-2 ☐
Elegant	-3 ☐	-3 ☐	-3 ☐
Glamorous	-4 ☐	-4 ☐	-4 ☐
Cultured	-5 ☐	-5 ☐	-5 ☐
Adventurous	-6 ☐	-6 ☐	-6 ☐
None of these	-7 ☐	-7 ☐	-7 ☐

14. Here is a list of statements that people have used to describe the way they feel about cars and driving cars. Please "X" those statements that describe how **you feel**. (PLEASE "X" AS MANY AS APPLY.)

16-1 ☐ I'm a car buff
-2 ☐ I'd rather drive a car than be a passenger
-3 ☐ I just view cars as basic transportation
-4 ☐ I know a lot about cars
-5 ☐ The car that a person drives says a lot about the person
-6 ☐ I enjoy driving
-7 ☐ I think that most expensive cars are rip-offs
-8 ☐ I like to drive fast
-9 ☐ I like to buy new models of cars when they first come out
-0 ☐ I get impatient when I'm stuck behind a slow car
-x ☐ I like looking at advertising for automobiles
-y ☐ I'm a very careful driver
17-1 ☐ I'd love to have a $50,000 car
-2 ☐ I like having a car that's not owned by too many other people
-3 ☐ I appreciate the racing heritage of a car

-4 ☐ None of these

15. Here is a list of statements about people. Please indicate the statements that **apply to you**. (PLEASE "X" AS MANY AS APPLY.)

18-1 ☐ I've traveled to Europe
-2 ☐ I've traveled to Japan
-3 ☐ I enjoy wearing designer clothes
-4 ☐ I enjoy eating French food
-5 ☐ I enjoy eating Japanese food
-6 ☐ I have my suits custom-tailored
-7 ☐ I'm good at mechanical things
-8 ☐ I enjoy American movies
-9 ☐ I enjoy foreign movies
-0 ☐ I enjoy operas or concerts
-x ☐ I enjoy ballet
-y ☐ I enjoy rock music
19-1 ☐ I like to wear the latest fashions
-2 ☐ I like to eat in the best restaurants
-3 ☐ I like to stay in the best hotels
-4 ☐ I belong to a private club
-5 ☐ I make an effort to "buy American"

-6 ☐ None of these

OVER →

16. Please indicate whether you are doing **each** of the following **more** now, the **same** now, or **less** now than you did a few years ago. (PLEASE "X" ONLY ONE ANSWER IN EACH COLUMN.)

	Watching Television	Reading Newspapers	Reading Magazines	Listening To Radio
More now	20-1☐	21-1☐	22-1☐	23-1☐
Same now	-2☐	-2☐	-2☐	-2☐
Less now	-3☐	-3☐	-3☐	-3☐
Do not do it	-4☐	-4☐	-4☐	-4☐

And, finally some questions for classification purposes:

17. What is your sex?
- 24-1 ☐ Male
- -2 ☐ Female

18. What is your age?
- 25-1 ☐ 34 years or under
- -2 ☐ 35 - 49 years
- -3 ☐ 50 - 64 years
- -4 ☐ 65 years and over

19. What is your marital status?
- 26-1 ☐ Single (never married)
- -2 ☐ Married
- -3 ☐ Divorced
- -4 ☐ Separated
- -5 ☐ Widowed

20. How many people are there living in your household, **including yourself**?
- 27-1 ☐ 1 person
- -2 ☐ 2 people
- -3 ☐ 3 people
- -4 ☐ 4 people
- -5 ☐ 5 or more people

21. What is the highest level of education you have attained?
- 28-1 ☐ Grade school or less
- -2 ☐ Some high school
- -3 ☐ Graduated high school
- -4 ☐ Some college
- -5 ☐ Graduated college
- -6 ☐ Some graduate work
- -7 ☐ Graduate degree

22. What was your **total household income** before taxes from all sources, in the past 12 months?
- 29-1 ☐ Under $10,000
- -2 ☐ $10,000 - $24,999
- -3 ☐ $25,000 - $49,999
- -4 ☐ $50,000 - $74,999
- -5 ☐ $75,000 - $99,999
- -6 ☐ $100,000 - $149,999
- -7 ☐ $150,000 - $199,999
- -8 ☐ $200,000 or more

23. In which state do you reside?

_____ (30-31)

(PLEASE DO NOT ABBREVIATE)

THANK YOU VERY MUCH!

[80-2]
001-043

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